

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 11, 1982

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	M*A*S*H	19.8	16,140	1	M*A*S*H	13.7	29,540
2	HART TO HART	18.4	15,000	2	TOO CLOSE FOR COMFORT	13.6	29,290
2	TOO CLOSE FOR COMFORT	18.4	15,000	3	THREE'S COMPANY	13.3	28,760
4	HOUSE CALLS	18.2	14,830	4	WKRP IN CINCINNATI	12.9	27,920
5	THREE'S COMPANY	17.7	14,430	5	HART TO HART	12.6	27,140
6	ABC MOVIE SPECIAL(S)	17.0	13,860	6	ABC MOVIE SPECIAL(S)	12.4	26,750
7	FANTASY ISLAND	16.9	13,770	7	DIFF'RENT STROKES SPEC(S)	12.3	26,630
8	WKRP IN CINCINNATI	16.5	13,450	8	GIMME A BREAK#	12.1	26,050
9	JEFFERSONS	16.3	13,280	9	DIFF'RENT STROKES	11.9	25,650
9	60 MINUTES	16.3	13,280	10	PRIVATE BENJAMIN	11.8	25,390
11	DIFF'RENT STROKES SPEC(S)	16.2	13,200	11	HOUSE CALLS	11.7	25,320
12	LOVE BOAT	16.1	13,120	12	LOVE BOAT	11.6	25,100
13	GIMME A BREAK#	16.0	13,040	13	FANTASY ISLAND	11.6	24,990
14	CAGNEY & LACEY(S)	15.9	12,960	14	LAVERNE & SHIRLEY	11.4	24,480
15	LOU GRANT#	15.7	12,800	15	RACE-YOUR LIFE, C.BROWN(S)	10.9	23,600
16	ALICE	15.4	12,550	16	JEFFERSONS	10.8	23,380
16	HILL STREET BLUES	15.4	12,550	17	HILL STREET BLUES	10.7	23,120
16	TRAPPER JOHN, M.D.	15.4	12,550	18	CAGNEY & LACEY(S)	10.4	22,500
				19	ALICE	10.4	22,320

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	M*A*S*H	15.7	13,290
2	HART TO HART	14.6	12,330
3	TOO CLOSE FOR COMFORT	14.4	12,160
4	HOUSE CALLS	14.3	12,080
5	WKRP IN CINCINNATI	13.7	11,630
6	THREE'S COMPANY	13.4	11,340
7	LOVE BOAT	13.1	11,060
8	ABC MOVIE SPECIAL(S)	12.9	10,910
9	LOU GRANT#	12.8	10,870
10	JEFFERSONS	12.5	10,570
11	TRAPPER JOHN, M.D.	12.4	10,530
12	20/20	12.3	10,450
13	FANTASY ISLAND	12.3	10,390
14	PRIVATE BENJAMIN	12.3	10,380
15	NBC MONDAY NIGHT MOVIES	12.2	10,330
16	ALICE	12.1	10,280

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	M*A*S*H	13.2	10,040
2	WKRP IN CINCINNATI	12.3	9,390
3	60 MINUTES	11.6	8,840
4	ABC MOVIE SPECIAL(S)	11.3	8,640
5	PRIVATE BENJAMIN	11.1	8,440
6	HART TO HART	10.8	8,210
7	HOUSE CALLS	10.7	8,140
8	HILL STREET BLUES	10.3	7,870
9	20/20	10.3	7,860
10	ABC MONDAY NIGHT BASEBALL	10.3	7,820
11	TOO CLOSE FOR COMFORT	10.2	7,780
12	JEFFERSONS	9.9	7,530
13	FANTASY ISLAND	9.7	7,420
14	REAL PEOPLE	9.6	7,290
15	CBS WEDNESDAY NIGHT MOVIE#	9.5	7,250
16	CAGNEY & LACEY(S)	9.4	7,150
16	TRAPPER JOHN, M.D.	9.4	7,150

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 11, 1982

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	TOO CLOSE FOR COMFORT	15.8	8,390
2	HART TO HART	15.1	8,000
3	ABC MOVIE SPECIAL(S)	15.0	7,970
4	THREE'S COMPANY	14.4	7,660
5	M*A*S*H	14.2	7,570
6	WKRP IN CINCINNATI	14.2	7,540
7	HOUSE CALLS	12.8	6,810
8	LAVERNE & SHIRLEY	12.6	6,720
9	LOVE BOAT	12.5	6,670
10	PRIVATE BENJAMIN	12.5	6,630
11	GIMME A BREAK#	12.4	6,610
12	NBC MONDAY NIGHT MOVIES	12.3	6,530
13	20/20	12.0	6,390
14	FANTASY ISLAND	11.9	6,330
15	HILL STREET BLUES	11.5	6,130
16	CAGNEY & LACEY(S)	11.5	6,120
17	LOU GRANT#	11.5	6,100

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	19.7	5,100
2	M*A*S*H	18.8	4,860
3	JEFFERSONS	18.7	4,830
4	TRAPPER JOHN, M.D.	18.4	4,750
5	ALICE	18.1	4,670
6	HOUSE CALLS	17.7	4,590
7	REAL PEOPLE	17.6	4,550
8	ARCHIE BUNKER'S PLACE	17.2	4,450
9	FACTS OF LIFE	16.2	4,200
10	ONE DAY AT A TIME	15.5	4,000
11	CBS EVENING NEWS-RATHER	15.0	3,870
12	LOU GRANT#	14.9	3,850
13	LOVE, SIDNEY	14.7	3,800
14	LOVE BOAT	14.5	3,750
15	FALCON CREST#	14.3	3,690

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WKRP IN CINCINNATI	12.7	6,480
2	ABC MOVIE SPECIAL(S)	12.5	6,370
2	M*A*S*H	12.5	6,370
4	HILL STREET BLUES	12.1	6,150
5	PRIVATE BENJAMIN	11.8	6,010
6	TOO CLOSE FOR COMFORT	10.6	5,430
7	HART TO HART	10.6	5,420
8	CAGNEY & LACEY(S)	10.3	5,270
9	HOUSE CALLS	10.3	5,260
10	ABC MONDAY NIGHT BASEBALL	10.1	5,170
11	GIMME A BREAK#	10.1	5,150
12	FANTASY ISLAND	9.9	5,040
13	20/20	9.7	4,970
14	POLICE SQUAD	9.7	4,930
15	THREE'S COMPANY	9.6	4,900
16	CBS WEDNESDAY NIGHT MOVIE#	9.3	4,720
17	60 MINUTES	8.5	4,310

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	20.1	3,990
2	REAL PEOPLE	17.2	3,410
3	JEFFERSONS	15.3	3,040
4	ALICE	14.7	2,910
5	M*A*S*H	14.2	2,810
6	ARCHIE BUNKER'S PLACE	14.1	2,800
7	TRAPPER JOHN, M.D.	13.3	2,630
8	HOUSE CALLS	13.0	2,580
9	TODAY'S FBI	12.7	2,510
10	ONE DAY AT A TIME	12.5	2,470
11	FACTS OF LIFE	12.2	2,420
12	MCCLAIN'S LAW#	11.8	2,330
13	MAGNUM, P.I.	11.7	2,310
14	ABC MONDAY NIGHT BASEBALL	11.6	2,290
14	CASSIE AND COMPANY	11.6	2,290
14	HART TO HART	11.6	2,290

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
WK #		DAY		START TIME		DUR		PROG. NET TYPE		WK 1 WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0.00)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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ABC WORLD NEWS TONIGHT		M-F		6.30P		30		ABC N		189 202 202 99 99		A	9.6	22	782	1477	732	233	772	209	366	371	371	320	577	227	334	275	222	220	50^	23^	78	53^																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	AVG. AUD. %		AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54			35- 64	55+					
EVENING CONT'D																															
CBS REPORTS(S)-CONT'D									A	9.6	18	782	1480	602	273	709	208	470	456	422	209	637	194	406	361	385	221	71	51	63	8
10.30 - 11.00									A	10.1	20	823	1397	517	232	592	184	404	349	362	170	683	190	451	419	425	221	82	41	40	1
11.00 - 11.30									A	6.1	13	497	1716	850	321	871	262	406	407	436	351	568	171	269	384	316	184	139	90	138	120
CBS REPORTS(S)									A	6.5	13	530	1830	877	293	888	291	410	401	423	360	590	178	268	407	333	183	179	108	173	139
2 SAT. 10.00P 60 CBS DN									A	5.7	12	465	1559	819	348	843	224	398	410	448	339	533	164	267	353	287	180	88	66	95	95
10.00 - 10.30									A	8.4	23	685	1473	700	117	712	140	230	218	254	442	659	176	328	340	271	278	80	9	22	1
10.30 - 11.00									B	9.7	19	791																			
CBS SAT. NEWS-SCHIEFFER									A	8.4	23	685	1473	700	117	712	140	230	218	254	442	659	176	328	340	271	278	80	9	22	1
SAT. 6.30P 30 CBS N									B	9.7	19	791																			
CBS TUESDAY NIGHT MOVIES									A	12.6	23	1027	1692	687	336	789	263	486	448	375	254	565	254	391	316	223	142	181	88	157	126
TUE. 9.00P 120 CBS FF									B	14.0	23	1141																			
9.00 - 9.30									A	10.2	19	831	1729	685	342	760	244	474	444	377	248	614	262	440	346	250	148	191	83	164	129
9.30 - 10.00									A	12.3	22	1002	1774	676	345	774	279	481	449	353	243	644	319	466	354	238	140	183	82	173	140
10.00 - 10.30									A	13.6	24	1108	1630	698	334	803	259	484	448	389	266	494	197	321	300	216	137	172	89	161	130
10.30 - 11.00									A	14.3	26	1165	1649	685	321	812	271	500	447	379	263	535	246	361	280	196	146	171	91	131	110
CBS WEDNESDAY NIGHT MOVIE									A	12.7	24	1035	1781	673	323	817	342	566	536	361	187	702	310	456	378	310	187	140	47	122	110
2 WED. 9.00P 120 CBS FF									B	11.8	21	962																			
9.00 - 9.30									A	10.1	19	823	2012	769	307	917	376	601	560	384	249	796	336	480	395	336	261	102	49	197	185
9.30 - 10.00									A	11.7	22	954	1832	686	364	892	416	621	557	354	201	706	310	457	401	304	204	156	70	78	78
10.00 - 10.30									A	14.7	27	1198	1728	611	301	743	299	507	489	332	172	653	282	437	369	309	160	156	45	176	139
10.30 - 11.00									A	14.4	27	1174	1606	645	320	748	299	547	546	374	136	670	316	451	354	291	143	139	28	49	49
CHICAGO STORY									A	6.9	14	562	1721	849	372	858	214	479	503	446	312	651	178	353	282	270	282	123	62	89	68
FRI. 8.30P 90 NBC GD									B	7.9	15	644																			
8.30 - 9.00									A	5.2	11	424	1785	840	366	840	191	419	480	419	326	619	158	287	225	240	320	207	115	119	98
9.00 - 9.30									A	7.4	15	603	1716	859	354	861	204	479	498	460	320	656	172	364	288	280	280	100	52	99	65
9.30 - 10.00									A	8.1	16	660	1695	848	390	869	235	517	526	456	296	665	192	385	315	283	260	94	38	67	55
CHIPS									A	8.9	21	725	1926	706	242	720	200	370	411	362	242	668	300	420	351	268	196	213	68	325	233
SUN. 8.00P 60 NBC OP									B	15.5	25	1263																			
8.00 - 8.30									A	7.8	19	636	1934	711	231	726	204	385	422	363	232	655	311	429	346	246	174	232	89	321	228
8.30 - 9.00									A	10.0	23	815	1904	694	248	708	198	352	398	354	247	676	291	415	356	282	210	195	50	325	236
CODE RED									A	6.1	15	497	1740	663	243	745	282	461	348	349	246	670	252	433	334	313	209	117	72	208	132
SUN. 7.00P 60 ABC GD									B	6.1	15	497																			
7.00 - 7.30									A	5.7	15	465	1673	613	213	700	256	414	324	333	248	654	248	408	297	294	215	110	72	209	138
7.30 - 8.00									A	6.5	16	530	1785	693	266	778	305	503	368	363	239	680	254	454	367	330	200	122	70	205	124
CRONKITE'S UNIVERSE									A	11.1	23	905	1438	572	221	652	184	271	273	215	346	618	181	331	321	325	231	36	11	132	107
TUE. 8.00P 30 CBS DO									B	10.4	21	848																			
DALLAS SPECIAL(S)									A	12.8	25	1043	1604	857	331	862	265	478	428	375	350	386	144	223	184	181	146	167	111	189	174
1 FRI. 10.00P 60 CBS GD									99																						
10.00 - 10.30									A	12.5	25	1019	1590	852	329	852	278	469	421	348	350	391	139	220	177	184	155	161	109	186	170
10.30 - 11.00									A	13.0	26	1060	1617	861	333	870	251	485	435	401	351	382	150	226	193	180	136	175	115	190	177
DALLAS									A	11.8	24	962	1560	778	295	814	269	413	354	300	359	435	161	242	204	176	173	116	107	195	166
FRI. 9.00P 60 CBS GD									B	23.4	40	1907																			
9.00 - 9.30									A	11.7	24	954	1581	748	286	790	267	408	338	292	343	438	162	242	199	173	177	124	113	229	191
9.30 - 10.00									A	12.0	24	978	1521	798	300	829	270	416	363	304	371	426	158	239	205	175	168	107	99	159	142

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
EVENING CONT'D																																				
DARK ROOM										2	192	198	A	8.2	17	668	1877	697	227	745	291	509	426	334	195	640	279	480	361	295	139^	260	115^	232	137^	
THU. 8.00P 60 ABC SM										98	99	B	8.2	17	668																					
8.00 - 8.30												A	7.9	17	644	1930	708	202	753	288	498	417	339	207	654	286	502	386	306	133^	284	126^	239	142^		
8.30 - 9.00												A	8.4	18	685	1834	692	252	746	295	525	440	334	185	624	272	463	332	282	145^	239	105^	225	132^		
DIFF'RENT STROKES										32	203	193	A	15.3	30	1247	2057	617	309	717	285	448	370	280	228	483	240	339	230	154	136	331	182	526	362	
THU. 9.00P 30 NBC CS										99	97	B	17.2	28	1402																					
DIFF'RENT STROKES SPEC(S)											200		A	16.2	30	1320	2017	657	329	718	236	436	415	343	222	384	170^	234	182	125^	129^	345	176^	570	421	
1 THU. 9.30P 30 NBC CS										99																										
DUKES OF HAZZARD										29	199	203	A	13.2	29	1076	1978	686	244	697	244	394	291	271	279	522	184	308	253	225	184	172	107^	587	336	
FRI. 8.00P 60 CBS CS										98	99	B	20.1	35	1638																					
8.00 - 8.30												A	12.2	27	994	1982	692	239	702	246	397	302	268	277	523	194	317	253	222	179	179	111^	578	325		
8.30 - 9.00												A	14.3	31	1165	1954	677	245	686	237	387	281	273	278	517	175	298	246	225	189	163	102^	588	343		
DYNASTY										5	199	201	A	12.1	23	986	1736	725	274	835	372	509	364	331	274	536	258	387	273	176	130	185	106^	180	156	
1 WED. 10.42P 60 ABC GD										99	99	B	11.8	22	962																					
2 WED. 10.00P 60																																				
10.00 - 10.30												A	10.2	19	831	1659	751	318	847	359	483	375	332	302	493	209^	345	239^	173^	134^	180^	83^	139^	139^		
10.30 - 11.00												A	11.2	21	913	1816	761	354	888	409	518	348	323	309	592	263	419	281	191^	160^	204^	102^	132^	132^		
11.00 - 11.30												A	13.6	27	1108	1626	702	213^	806	349	491	355	338	266	491	257	361	249	131^	117^	128^	74^	201^	169^		
FACTS OF LIFE										33	200	189	A	14.8	27	1206	1708	699	293	813	248	393	364	319	348	480	169	256	200	183	200	228	132	187	148	
1 WED. 9.40P 30 NBC CS										97	96	B	18.4	29	1500																					
2 WED. 9.00P 30																																				
FALCON CREST										5	202		A	10.1	21	823	1595	828	298	904	268^	391	338	383	448	548	238^	296	194^	163^	232^	69^	42^	74^	52^	
2 FRI. 10.00P 60 CBS GD										99		B	12.0	24	978																					
10.00 - 10.30												A	9.6	20	782	1559	786	296^	857	249^	361	318	363	430	572	271^	316	206^	150^	229^	73^	43^	57^	42^		
10.30 - 11.00												A	10.5	22	856	1630	869	300	949	285	416	356	403	468	528	209^	277	185^	176^	233^	65^	43^	88^	61^		
FALL GUY										31	202		A	13.1	25	1068	1807	649	300	694	243	418	386	343	226	600	211^	372	351	286	188^	212^	38^	301	225	
2 WED. 9.00P 60 ABC A										99		B	18.3	29	1491																					
9.00 - 9.30												A	12.1	23	986	1847	625	297	667	233^	404	379	319	220^	632	226^	392	386	295	188^	216^	43^	332	236^		
9.30 - 10.00												A	14.0	26	1141	1780	673	302	719	253	431	391	361	233	577	201^	356	322	279	189^	209	34^	275	217		
FAME										23	201	191	A	9.5	20	774	2065	605	327	743	310	463	343	268	235	524	246	365	254	181	142^	255	114^	543	382	
THU. 8.00P 60 NBC GD										99	97	B	13.6	23	1108																					
8.00 - 8.30												A	8.9	19	725	2026	614	343	756	302	450	328	277	260	517	239	353	247	172	146^	231	108^	522	374		
8.30 - 9.00												A	10.1	21	823	2080	595	310	726	316	468	352	256	214	522	245	370	258	186	135^	275	119^	557	388		
FANTASY ISLAND										32	203	201	A	16.9	36	1377	1815	681	301	756	295	460	410	299	238	539	238	367	294	210	145	192	118	328	252	
SAT. 10.00P 60 ABC A										99	99	B	17.8	33	1451																					
10.00 - 10.30												A	16.5	35	1345	1849	712	312	784	305	481	431	305	244	541	244	371	296	210	142	195	113	329	249		
10.30 - 11.00												A	17.3	38	1410	1775	647	288	724	282	438	390	293	229	536	229	360	294	213	148	191	123	324	252		
FATHER MURPHY										15	206		A	5.6	13	456	1761	616	175^	627	136^	273^	308^	259^	266^	631	319^	395^	270^	189^	160^	192^	37^	311^	191^	
2 SUN. 7.00P 60 NBC GD										99		B	8.9	18	725																					
7.00 - 7.30												A	5.0	12	408	1684	595	146^	595	108^	223^	283^	221^	288^	688	294^	414^	315^	253^	195^	140^	22^	261^	165^		
7.30 - 8.00												A	6.2	14	505	1800	628	194^	646	157^	313^	328^	286^	244^	572	333^	373^	231^	131^	129^	231^	47^	351^	212^		
FLAMINGO ROAD										3	194	189	A	8.2	15	668	1614	816	300	858	300	527	461	434	276	623	258	368	318	257	214	101^	72^	32^	20^	
TUE. 10.00P 60 NBC GD										96	97	B	7.6	14	619																					
CONT'D																																				

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. A.U.D. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)			CHILDREN (2-11)							
															TOTAL	18-34	WOMEN 18-25-35-						TOTAL	18-34	MEN 18-25-35-			TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																			
FLAMINGO ROAD-CONT'D																																			
10.00 - 10.30															A	7.9	14	644	1682	841 310	888 308	543 478	444 281	660 273	394 327	274 222	103^ 73^	31^ 20^							
10.30 - 11.00															A	8.3	15	676	1577	809 297	847 300	524 451	431 277	597 246	348 319	246 209	100^ 71^	33^ 25^							
GIMME A BREAK 31 189															A	16.0	30	1304	1998	588 331	782 342	508 398	270 254	524 216	396 316	228 128^	265 150^	427 339							
2 THU. 9.30P 30 NBC CS 96															B	16.7	27	1361																	
GREATEST AMERICAN HERO 32 202															A	11.2	24	913	1798	619 300	684 311	497 460	275 137^	492 216^	359 325	228^ 102^	284 153^	338 188^							
2 WED. 8.00P 60 ABC CS 99															B	15.5	25	1263																	
8.00 - 8.30															A	10.5	23	856	1699	616 311	689 314	497 450	272^ 134^	475 210^	346 313	216^ 103^	243^ 142^	292 161^							
8.30 - 9.00															A	11.9	24	970	1872	620 288	676 307	493 468	277 140^	500 216^	365 333	237^ 99^	320 163^	376 211^							
HAPPY DAYS 36 201 205															A	13.3	28	1084	1917	628 288	753 368	521 407	278 201	393 216	287 218	127 85^	308 183	463 362							
TUE. 8.00P 30 ABC CS 99 99															B	18.7	30	1524																	
HARPER VALLEY 2 173 184															A	7.6	18	619	1779	650 292	754 237	365 316	247 345	411 55^	192^ 185^	244 201	268 132^	346 229							
SAT. 8.30P 30 NBC CS 90 94															B	7.6	18	619																	
HART TO HART 34 202 202															A	18.4	33	1500	1809	731 340	821 335	534 461	353 233	547 248	362 299	230 152	203 98	238 180							
TUE. 10.00P 60 ABC PD 99 99															B	20.6	35	1679																	
10.00 - 10.30															A	18.7	34	1524	1780	721 338	806 336	534 466	340 219	525 227	341 292	225 150	206 102	243 181							
10.30 - 11.00															A	18.1	33	1475	1834	742 342	836 332	532 455	365 247	566 264	378 303	236 155	201 94	231 179							
HERE'S BOOMER 2 176 184															A	7.3	18	595	1721	606 301	702 270	352 249	174^ 312	410 67^	202^ 179^	219 196^	200^ 87^	409 278							
SAT. 8.00P 30 NBC GD 91 95															B	7.3	18	595																	
HILL STREET BLUES 32 215 209															A	15.4	29	1255	1842	653 348	726 309	488 444	319 197	626 293	490 444	269 119	225 65^	265 228							
THU. 10.00P 60 NBC OP 99 98															B	18.2	32	1483																	
10.00 - 10.30															A	15.5	28	1263	1846	648 341	729 315	483 430	309 207	614 295	482 437	257 118	228 69^	275 236							
10.30 - 11.00															A	15.2	28	1239	1840	664 353	727 306	497 460	333 188	639 293	499 452	281 122	217 59^	257 220							
HOUSE CALLS 6 191 193															A	18.2	32	1483	1707	708 309	815 303	460 399	292 311	548 225	355 270	224 172	167 70^	177 160							
MON. 9.30P 30 CBS CS 99 98															B	16.6	28	1353																	
IN SECURITY(S) 189															A	8.5	17	693	1890	854 406	903 287^	520 469	403 334^	719 237^	437 453	372 216^	42^ 42^	226^ 226^							
2 WED. 8.30P 30 CBS CS 98																																			
JEFFERSONS 29 193 196															A	16.3	34	1328	1761	720 277	796 206	381 333	340 364	567 199	306 269	225 229	129 83^	269 220							
SUN. 9.30P 30 CBS CS 98 99															B	22.0	34	1793																	
KNOTS LANDING 9 190															A	10.2	19	831	1613	810 297	902 286	507 439	368 355	366 103^	169^ 158^	212^ 166^	155^ 126^	190^ 114^							
2 THU. 10.00P 60 CBS GD 99															B	13.1	23	1068																	
10.00 - 10.30															A	9.8	18	799	1653	802 301	893 270^	495 438	380 357	377 107^	168^ 156^	212^ 177^	197^ 149^	186^ 112^							
10.30 - 11.00															A	10.5	20	856	1578	819 293	913 301	520 442	358 353	355 96^	165^ 163^	210^ 158^	120^ 105^	190^ 113^							
LAVERNE & SHIRLEY 10 201 200															A	15.0	30	1223	2002	647 328	770 384	550 422	274 196	404 180	286 228	166 98^	314 197	514 388							
TUE. 8.30P 30 ABC CS 99 98															B	14.7	26	1138																	
LEWIS AND CLARK 2 177 174															A	4.8	11	391	1767	708 148^	749 244^	366 285^	203^ 383	652 161^	256^ 187^	159^ 396	151^ 71^	215^ 118^							
FRI. 8.00P 30 NBC CS 91 89															B	4.8	11	391																	
LITTLE HOUSE-PRAIRIE 31 215 214															A	11.6	23	945	1761	800 282	863 324	430 403	299 337	444 155	247 193	150 196	127 94^	327 218							
MON. 8.00P 60 NBC GD 97 99															B	17.7	27	1443																	
8.00 - 8.30															A	10.8	22	880	1743	827 270	887 348	437 408	286 345	448 164	247 188	138 201	114^ 81^	294 189							
8.30 - 9.00															A	12.3	23	1002	1781	776 289	842 304	420 399	308 331	445 148	249 202	162 192	140 106^	354 242							
LOU GRANT 27 193															A	15.7	29	1280	1619	754 267	850 303	476 426	346 301	544 210	337 271	254 173^	127^ 70^	98^ 82^							
CONT'D																																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
WK #		DAY		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		AVG. AUD. %		AVG. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. A.U.D. %	SHARE %	AVG. A.U.D. (0.000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
															TOTAL	18- 34	WOMEN 18- 49	25- 54	35- 64	55+	TOTAL	18- 34	MEN 18- 49	25- 54	35- 64			55+			
EVENING CONT'D																															
NBC MONDAY NIGHT MOVIES										28	196	197	A 13.8 25 1125	1756	826 330	918 337	581 511	471 261	509 174	314 288	248 158	150 104^	179 121								
MON. 9.00P 120 NBC FF											96	98	B 17.2 27 1402																		
9.00 - 9.30													A 12.4 22 1011	1828	777 360	912 343	563 485	443 261	552 180	322 301	265 190	152 114^	212 127								
9.30 - 10.00													A 13.8 24 1125	1779	789 321	883 306	554 509	474 249	515 174	314 294	253 163	148 105^	233 124								
10.00 - 10.30													A 14.4 25 1174	1720	860 323	932 351	605 525	486 256	490 179	306 274	237 141	154 116	144 116								
10.30 - 11.00													A 14.9 27 1214	1661	848 308	925 337	583 510	468 278	475 166	309 272	223 143	135 79^	126 111								
NBC NEWS CAPSULE-M-F										5	168		A 9.4 19 766	1836	716 310	830 309	461 414	348 308	607 202	367 287	268 240	177 72^	222 157								
2 M-TH 8.58P 1 NBC N											86		B 9.4 19 766																		
2 FRI. 9.02P 1																															
NBC NEWS CAPSULE-2-M-F										2	168		A 11.0 20 897	1805	655 293	790 283	453 413	341 285	500 159	313 278	264 182	219 109^	296 218								
2 TU&TH 9.58P 1 NBC N											89		B 11.0 20 897																		
NBC NEWS CAPSULE-SAT										1	155		A 7.8 17 636	1459	535 186^	648 103^	200^191^	231^428	305^ LT	106^106^	192^199^	199^100^	307^ 195^								
2 SAT. 8.58P 1 NBC N											84		B 7.8 17 636																		
NBC NEWS CAPSULE-2-SAT.										1	168		A 5.7 11 465	2523	758 308^	850 199^	358^406^	391^406^	1204 598	878 469^	409^326^	235^ 94^	234^ 169^								
2 SAT. 9.58P 1 NBC N											90		B 5.7 11 465																		
NBC NEWS CAPSULE-SUN										1	174		A 11.3 22 921	2043	711 232^	746 233^	378 392	362 276	660 317	413 339	216^221^	319 82^	318 216^								
2 SUN. 8.58P 1 NBC N											90		B 11.3 22 921																		
NBC NEWS UPDATE-M-F										183	172		A 10.5 20 856	1857	786 304	845 267	423 388	320 331	563 233	325 241	178 212	169 114^	280 180								
1 MTUTh 8.58P 1 NBC N											89		B 13.5 21 1100																		
1 WED. 9.38P 1																															
1 FRI. 9.04P 1																															
NBC NEWS UPDATE-SAT.										37	150		A 5.8 14 473	2072	916 369^	1015 323^	507 422^	356^419^	525 143^	278^218^	224^224^	249^119^	283^ 198^								
1 SAT. 8.58P 1 NBC N											81		B 10.4 18 848																		
NBC NEWS UPDATE-SUN.										37	173		A 7.6 20 619	1767	684 170^	684 147^	320^370^	334^261^	693 271^	371^375^	327^238^	166^ 55^	224^ 174^								
1 SUN. 8.58P 1 NBC N											90		B 14.2 22 1157																		
NBC NEWS UPDATE-2-M-F										89	176		A 11.2 20 913	1840	865 323	935 345	554 514	393 279	530 208	331 267	193 170	214 92^	161 119^								
1 MON. 9.46P 1 NBC N											90		B 13.2 21 1076																		
1 WED. 10.38P 1																															
1 FRI. 9.58P 1																															
NBC NEWS UPDATE-2-SUN.										20	179		A 7.6 19 619	1656	657 250^	657 88^	296^389	376^268^	684 156^	330^374^	366^283^	249^ 32^	66^ 66^								
1 SUN. 9.46P 1 NBC N											91		B 15.2 24 1239																		
NBC NIGHTLY NEWS-SAT.										33	137	165	A 5.6 15 456	1599	683 211^	744 154^	302 262^	281 397	700 225^	331 308	256^328	74^ 26^	81^ 17^								
1 SAT. 6.36P 24 NBC N											71	85	B 8.7 17 709																		
2 SAT. 6.30P 30																															
NBC NIGHTLY NEWS-SUN.										29	163	167	A 6.6 17 538	1359	495 139^	558 78^	240 200^	233 318	702 229	329 217^	289 339	51^ 9^	48^ 48^								
SUN. 6.30P 30 NBC N											85	85	B 7.9 16 644																		
NBC NIGHTLY NEWS M-F										187	205	207	A 9.2 21 750	1589	757 243	810 205	350 337	340 392	583 140	254 245	278 290	69^ 37^	127 106								
SUN. 6.30P 30 NBC N											98	99	B 12.0 22 978																		
NBC SUNDAY NIGHT MOVIE										28	196	188	A 11.7 24 954	1682	626 258	668 178	351 410	370 226	685 244	412 420	335 204	180 46^	149 122^								
SUN. 9.00P 120 NBC FF											96	96	B 15.8 26 1288																		
9.00 - 9.30													A 10.2 22 831	1692	629 235	671 179	331 400	364 238	669 244	352 359	305 237	143^ 33^	209 150								
9.30 - 10.00													A 11.1 23 905	1734	612 250	662 180	338 386	359 229	671 230	374 397	326 217	225 58^	176 136								
CONT'D																															

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11									
														TOTAL	18-34	WOMEN 18-24		25-34	35-64	55+	TOTAL	18-34	MEN 18-24		25-34	35-64	55+	TOTAL	6-11						
EVENING CONT'D																																			
THREE'S COMPANY TUE. 9.00P 30 ABC CS														36 203 204 99 99	A 17.7 33 1443	1993	694	332	785	355	530	437	287	215	490	233	338	271	187	122	320	188	398	310	
TODAY'S FBI SAT. 8.00P 60 ABC OP														5 189 195 97 98	A 10.4 24 848	1719	672	275	759	202	440	375	382	304	657	174	344	301	314	296	156	111^	147	97^	
8.00 - 8.30															A 9.7 23 791	1761	705	282	803	220	471	396	399	323	681	176	354	301	328	304	138^	89^	139^	91^	
8.30 - 9.00															A 11.1 26 905	1672	641	264	721	188	413	354	364	288	634	173	333	301	297	288	167	129^	150	101^	
TOO CLOSE FOR COMFORT TUE. 9.30P 30 ABC CS														33 203 204 98 99	A 18.4 33 1500	1953	725	358	811	367	559	463	301	217	519	248	363	285	191	133	303	174	320	269	
TRAPPER JOHN, M.D. SUN. 10.00P 60 CBS GD														30 194 197 97 99	A 15.4 32 1255	1660	737	301	840	255	403	363	337	379	570	204	322	268	249	209	118	49^	132	96^	
10.00 - 10.30															B 20.1 34 1638	1706	749	322	853	272	422	369	327	378	570	212	321	272	242	208	125	53^	158	119	
10.30 - 11.00															A 15.0 31 1223	1609	726	277	824	238	383	357	346	380	569	201	323	260	252	210	110	44^	106	72^	
															A 15.8 33 1288																				
20/20 THU. 10.00P 60 ABC DN														33 201 201 99 99	A 15.1 28 1231	1664	790	308	849	290	520	449	384	286	639	225	405	363	298	181	93^	50^	83^	73^	
10.00 - 10.30															B 15.5 27 1263	1685	786	314	846	307	530	453	371	278	643	229	416	369	303	182	107	54^	89^	77^	
10.30 - 11.00															A 14.9 27 1214	1634	791	300	849	272	508	445	394	292	631	218	391	355	294	181	81^	45^	73^	68^	
															A 15.3 29 1247																				
TWO OF US TUE. 8.30P 30 CBS CS														4 180 184 96 97	A 8.5 17 693	1501	693	291	786	213	387	406	348	350	528	177	273	234	239	214	112^	46^	75^	42v	
															B 8.1 16 660																				
WALT DISNEY														35 190 193	A 8.7 20 709	2047	671	256	773	235	356	368	344	319	647	185	371	364	331	235	185	54^	442	274	
1 SAT. 8.00P 60 CBS FV														98 98	B 14.5 26 1182																				
2 SAT. 8.00P 120															A 8.5 20 693	2072	631	252	763	232	348	357	330	321	632	190	352	378	295	238	197	52^	480	273	
8.00 - 8.30															A 8.7 20 709	2104	679	251	793	240	375	377	356	319	667	214	425	391	322	213	203	36v	441	271	
8.30 - 9.00															A 8.7 18 709	1963	738	256^	760	238^	348	365	345	314^	644	145^	344	346	389	243^	161^	59v	398	302^	
9.00 - 9.30															A 9.1 18 742	1950	674	274^	767	242^	349	365	334	318^	616	137^	306^	298^	360	261^	148^	84^	419	259^	
9.30 - 10.00																																			
WKRP IN CINCINNATI MON. 8.30P 30 CBS CS														4 186 194 95 97	A 16.5 31 1345	2076	778	409	866	355	561	431	332	264	699	313	481	405	285	168	233	104	278	217	
															B 16.2 30 1320																				
*LATE FRINGE																																			
ABC MOVIE OF THE WEEK 1 MON. 12.00M 71 ABC FF														22 156 88	A 2.3 10 187	1032^	513^	316v	615^	374^	588^	476^	241v	27v	300v	118v	118v	118v	107v	182v	117v	LT	LT	LT	
12.00 - 12.30															B 3.1 14 253	1241	600^	277^	663^	395^	609^	523^	268v	54v	337^	164v	164v	164v	100v	173v	241v	LT	LT	LT	
12.30 - 1.00															A 2.7 10 220	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
															A 2.2 10 179																				
ABC MOVIE OF THE WEEK-2 1 MON. 1.11A 22 ABC FF														17 155 88	A 1.5 10 122	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
															B 2.4 17 196																				
ABC NEWS:NIGHTLINE-MON 1 MON. 11.30P 30 ABC N														4 189 189 97 97	A 4.7 15 383	1363	607	101^	630	262^	371	347	242^	235^	569	321	405	285^	169^	164^	164^	36v	LT	LT	LT
															B 5.2 17 424																				
ABC NEWS:NIGHTLINE-T-F 1 TUTHF 11.30P 30 ABC N														161 187 188 96 97	A 7.3 20 595	1407	612	167	668	220	378	333	310	249	636	252	377	291	263	231	63^	23v	40^	40^	40^
2 TU-TH 11.30P 30															B 7.3 21 595																				
2 FRI. 11.30P 34																																			
11.30 - 12.00															A 7.2 20 587	1426	621	170	678	218	382	341	320	253	646	255	380	298	268	234	60^	23v	42^	42^	
ABC NEWS:NIGHTLINE-WED(B) 1 WED. 12.12A 32 ABC N														191 97	A 5.2 19 424	1366	680	212^	715	207^	405^	409^	366^	229^	515^	95v	222^	258^	297^	231^	89v	87v	47v	47v	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	K E Y	AVG AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK. OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	WOMEN			MEN			TOTAL FEM.		TOTAL 6-11										
															18-49	25-54	35-64	55+		18-34	18-49	25-54	35-64	55+									
LATE FRINGE CONT'D																																	
ABC WEEKEND REPORT-SAT. SAT. 11.00P 15 ABC N										37	170 168 90 89	A B	6.0 6.4	14 14	489 522	1360	437 267	556 223^	299 243^	200^211^	605 161^	397 325	321 208^	129^ 96^	70^ 55^								
ABC WEEKEND REPORT-SUN. SUN. 11.00P 15 ABC N										38	173 172 92 91	A B	4.1 4.7	10 11	334 383	1548	660 281^	691 274^	424 359^	310^248^	644 131^	365 387	449 209^	144^135^	69^ 30^								
CBS SUNDAY NEWS OSGOOD SUN. 11.00P 15 CBS N										39	125 127 70 70	A B	6.8 6.6	16 14	554 538	1208	620 236	649 205^	273 313	277 310	434 155^	202^157^	155^200^	86^ 20^	39^ 39^								
DAVID LETTERMAN I 1 M & TU 12.45A 30 NBC GV										83	184 181 93 94	A B	2.5 2.9	12 15	204 236	1147	500 166^	510 241^	358 215^	185^147^	515 280^	392 318	177^ 98^	112^ 34^	LT LT								
1 WED. 1.25A 30																																	
2 M-TH 12.30A 30																																	
DAVID LETTERMAN SPECIAL(S) 2 FRI. 12.41A 90 NBC GV										174	92	A	2.3	12	187	1139^	498^272^	498^273^	412^283^	193^ 86^	454^214^	250^154^	197^204^	112^112^	75^ 75^								
1.00 - 1.30												A	2.4	12	196	1393	537^343^	537^220^	433^341^	275^104^	504^295^	295^127^	143^209^	219^219^	133^ 133^								
1.30 - 2.00												A	2.2	13	179	799^	486^274^	486^402^	486^274^	84^ LT	313^129^	129^ 90^	184^184^	LT LT	LT LT								
DAVID LETTERMAN II 1 MON. 1.15A 26 NBC GV										83	185 181 94 94	A B	2.0 2.1	13 14	163 171	1061	399 140^	399 196^	320^197^	166^ 79^	435 232^	331^294^	148^ 86^	215^ 30^	LT LT								
1 TUE. 1.15A 30																																	
1 WED. 1.55A 25																																	
2 M-TH 1.00A 30																																	
FANTASY ISLAND-12.00 1 TUE. 12.00M 68 ABC A										37	160 155 90 88	A B	3.3 3.3	14 15	269 269	1145	390^141^	468 212^	349^234^	193^119^	450 309^	398^242^	141^ LT	119^ 26^	108^ 108^								
2 TUE. 12.00M 69																																	
12.00 - 12.30												A	3.3	12	269	1145	473 123^	521 212^	331^253^	190^190^	428^309^	376^226^	119^ LT	92^ 22^	104^ 104^								
12.30 - 1.00												A	3.5	16	285	1151	351^154^	449 242^	393^239^	183^ 56^	463 322^	413^232^	141^ LT	134^ 28^	105^ 105^								
FRIDAYS 1 FRI. 12.00M 48 ABC GV										36	168 168 94 94	A B	4.3 4.6	16 17	350 375	951	354 100^	362 208^	288^154^	131^ 74^	331^174^	268^143^	145^ 63^	258^ 58^	LT LT								
2 FRI. 12.04A 71																																	
12.00 - 12.30												A	4.5	15	367	891	271^ 71^	281^147^	210^153^	101^ 71^	302^123^	237^129^	160^ 65^	308^ 52^	LT LT								
12.30 - 1.00												A	4.7	19	383	1086	514^185^	514^308^	436^198^	206^ 78^	423^269^	357^192^	154^ 66^	149^ 47^	LT LT								
FRIDAYS-PART 2 2 FRI. 1.15A 4 ABC GV										32	168 94	A B	3.5 3.6	18 17	285 293	1039	597^ LT	597^386^	499^187^	211^ 98^	302^183^	253^154^	119^ 49^	140^ 49^	LT LT								
LATE MOVIE I 1 MON. 11.30P 71 CBS FF										186	160 162 88 88	A B	6.3 6.2	21 21	513 505	1386	616 302	708 269	464 421	343 182	451 171	291 255	205 126	144 66^	83^ 76^								
1 TU&TH 11.30P 72																																	
1 WED. 12.10A 74																																	
1 FRI. 11.30P 73																																	
2 M & TH 11.30P 72																																	
2 TUE. 11.30P 73																																	
2 WED. 11.30P 80																																	
2 FRI. 11.30P 74																																	
11.30 - 12.00												A	6.8	19	554	1493	666 305	751 287	508 446	379 191	488 185	302 272	224 143	148 72^	106^ 94^								
12.00 - 12.30												A	6.4	22	522	1354	593 303	696 268	461 412	332 175	446 162	289 251	211 121	143 68^	69^ 66^								
12.30 - 1.00												A	5.4	23	440	1105	470 202^	534 167^	302 311	234^159^	402 222^	301 284	109^101^	110^ 34^	59^ 46^								
1.00 - 1.30												A	3.9	22	318	903	525^211^	525^135^	261^368^	233^157^	315^132^	205^205^	108^110^	63^ LT	LT LT								
LATE MOVIE II CONT'D										186	160 162	A	4.7	25	383	1201	529 276	621 245	412 392	293 149^	394 161	253 225	157 113^	147^ 50^	39^ 37^								

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
															MEN					TEENS (12-17)					CHILDREN (2-11)					
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	WORK-ING	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11				
															TOTAL	18-34	WOMEN			MEN											
																	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+					
WEEKDAY DAYTIME CONT'D																															
CAPITOL					65	194	193	A	5.1	20	416	1341	779	77^		856	222	391	373	349	383	185	39^	84^	64^	76^	94^	180	68^	120^	81^
M-F								B	5.0	20	408																				
CAPTAIN KANGAROO					115	87	86	A	<<																						
M-F						66	66	B	.5	5	41																				
CBS LIBRARY(S)						151		A	3.6	12	293	1420	501^	140^		525^	68^	153^	99^	173^	372^	133^	78^	78^	78^	38^	55^	264^	137^	498^	362^
2 TUE.							84	A																							
4.30 - 5.00								A	3.8	13	310	1361	539^	158^		568^	72^	162^	90^	175^	406^	135^	78^	78^	78^	28^	57^	264^	199^	394^	307^
5.00 - 5.30								A	3.5	11	285	1428	439^	113^		460^	63^	140^	105^	164^	320^	122^	77^	77^	77^	45^	45^	252^	63^	594^	408^
CHIPS M-F					49	160	157	A	4.1	14	334	1590	536	116^		593	220	345	272	278	209	272	149^	187	153^	86^	61^	303	86^	422	303
1 M-TH								B	3.7	13	302																				
2 M-F								A	3.7	13	302	1550	535	116^		592	212	338	273	281	214	251	128^	161^	146^	87^	59^	286	83^	421	302
3.00 - 3.30								A	4.4	15	359	1627	537	123^		590	227	351	273	272	203	290	165	207	160^	89^	60^	323	92^	424	304
3.30 - 4.00																															
DAYS OF OUR LIVES					184	208	208	A	5.9	20	481	1609	866	165		955	297	432	369	378	449	299	51^	103^	72^	129	195	185	103^	170	133
1 M-TH						99	99	B	5.6	20	456																				
2 M-F								A	5.6	19	456	1612	877	171		950	291	420	356	386	450	324	55^	107^	73^	147	217	182	100^	156	124^
1.00 - 1.30								A	6.2	21	505	1584	853	158		949	295	434	374	366	447	269	44^	95^	68^	111^	172	184	105^	182	139
1.30 - 2.00																															
DAYS-OUR LIVES FRI-1(B)					200			A	4.5	17	367	1409	689	188^		744	159^	233^	301^	412^	368^	243^	68^	79^	49^	140^	164^	286^	168^	136^	74^
1 FRI.																															
DAYS-OUR LIVES FRI-2(B)					115			A	2.9	11	236	1153	686^	216^		686^	221^	314^	382^	377^	223^	132^	40^	40^	LT	92^	92^	165^	165^	170^	89^
1 FRI.							71																								
DIFFRENT STROKES M-F					55	126	121	A	4.6	21	375	1845	467	120^		485	151^	258	241	214	185	163	24^	78^	77^	76^	80^	530	261	667	453
M-F						75	79	B	2.8	14	228																				
DOCTORS					65	136	135	A	2.0	8	163	1252	700	49^		736	271^	301^	239^	220^	368	209^	LT	62^	56^	68^	147^	172^	98^	135^	80^
M F						69	71	B	2.0	8	163																				
EARLY TODAY-MON(B)						147		A	.8	13	65	LT	LT	LT		LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
2 MON.							84																								
EARLY TODAY M-F					4	162		A	1.0	12	82	LT	LT	LT		LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
2 TU-F							89	B	1.0	12	82																				
EDGE OF NIGHT					181	156	155	A	4.3	16	350	1669	864	292		945	364	598	491	429	267	220	95^	147^	95^	64^	73^	237	227	267	218
M-F						80	80	B	4.8	15	391																				
FAMILY FEUD					189	173	174	A	7.5	28	611	1534	580	237		669	293	369	304	249	253	267	138	187	135	83^	66^	266	152	332	230
M F						91	91	B	6.7	26	546																				
GENERAL HOSPITAL					187	203	204	A	10.1	35	823	1535	759	267		835	389	634	466	350	161	235	114	168	106	78	60^	292	235	173	128
M-F						99	99	B	10.8	35	880																				
3.00 - 3.30								A	9.9	36	807	1574	763	266		845	403	649	471	350	155	242	119	173	108	78	60^	311	249	176	129
3.30 - 4.00								A	10.3	35	859	1486	750	265		825	375	616	459	348	169	223	105	157	104	76	58^	271	220	167	129
GOOD MORNING, AMERICA-730					189	207	207	A	4.5	30	367	1150	705	215		718	117^	307	299	392	390	374	93^	139^	138^	126^	216	23^	LT	35^	33^
M-F						99	99	B	5.3	29	432																				
GOOD MORNING, AMERICA-830					189	206	206	A	4.6	24	375	1256	790	269		810	195	408	409	463	330	292	64^	95^	123^	128^	154^	60^	32^	94^	80^
M-F						98	98	B	5.4	27	440																				

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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1	SUN.	11.02A	28	ABC	CL	65	77	B	2.7	11	220																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																																	
SMURFS II																																	
1 SAT.		8.30A	30	NBC	CA		40	194	210	A	5.4	40	440	1727	194^109^	242^142^	190^	85^	74^	52^	132^	68^	76^	LT	48^	56^	183^	80^	1170	733			
2 SAT.		9.00A	30							B	8.3	40	676																				
SPACE STARS I																																	
2 SAT.		11.00A	30	NBC	CA		29	182	92	A	3.8	17	310	1952	219^	81^	219^	96^	176^	111^	123^	43^	265^	201^	265^	191^	64^	LT	348^	LT	1120	724^	
										B	4.5	17	367																				
SPACE STARS II																																	
2 SAT.		11.30A	30	NBC	CA		29	182	92	A	3.7	17	302	2228	348^	116^	348^	199^	315^	210^	149^	33^	368^	332^	368^	190^	36^	LT	303^	LT	1209	686^	
										B	4.5	17	367																				
SPIDER-MAN & FRIENDS																																	
2 SAT.		10.30A	30	NBC	CA		30	201	98	A	5.2	25	424	1814	140^	93^	180^	104^	149^	76^	76^	31^	116^	43^	116^	116^	73^	LT	376^	98^	1142	680	
										B	5.8	23	473																				
SPIRIT OF COMPETITION(S)																																	
1 SAT.		2.00P	60	NBC	SE		129			A	3.9	14	318	1582	478^	113^	610^	336^	336^	185^	213^	176^	761	330^	487^	481^	383^	154^	LT	LT	211^	211^	
		2.00 - 2.30					71			A	3.8	14	310	1623	438^	136^	570^	351^	351^	145^	169^	170^	891	343^	489^	614^	509^	157^	LT	LT	162^	162^	
		2.30 - 3.00								A	3.9	14	318	1560	525^	92^	651^	323^	323^	227^	262^	179^	647^	328^	499^	363^	266^	148^	LT	LT	262^	262^	
SPORTSBEAT																																	
2 SUN.		4.30P	30	ABC	SC		16	167	88	A	1.6	5	130	1700^	568^	123^	614^	199^	254^	376^	415^	192^	871^	423^	423^	340^	393^	223^	LT	LT	215^	146^	
										B	3.1	10	253																				
SPORTSWORLD																																	
1 SUN.		3.00P	120	NBC	SA		24	185	182	A	6.6	23	538	1372	396	124^	411	132^	232	238	176^	151^	785	296	488	394	360	268	100^	LT	76^	75^	
2 SUN.		4.00P	90							B	6.2	17	505																				
		3.00 - 3.30								A	5.7	22	465	1163	440^	48^	440^	144^	247^	250^	181^	160^	588	261^	261^	262^	235^	215^	98^	LT	37^	37^	
3.30 - 4.00																																	
										A	7.2	28	587	1181	355^	33^	355^	102^	178^	188^	145^	142^	671	212^	332^	348^	361^	242^	85^	LT	70^	70^	
4.00 - 4.30																																	
										A	6.8	24	554	1383	363	135^	363	111^	182^	215^	162^	148^	828	301	550	405	410	278	123^	LT	69^	62^	
4.30 - 5.00																																	
										A	6.6	22	538	1524	450	160^	450	132^	260	292	205^	158^	905	321	621	519	425	284	95^	LT	74^	74^	
5.00 - 5.30																																	
										A	6.2	19	505	1485	377^	206^	488	204^	341^	231^	183^	147^	762	361^	462^	291^	244^	300^	90^	LT	145^	145^	
SUNDAY MORNING																																	
SUN.		9.00A	90	CBS	N		40	156	159	A	4.1	22	334	1527	601	173^	601	146^	218^	182^	219^	383	635	201^	342^	327^	321^	269^	174^	36^	117^	67^	
										B	4.7	23	383																				
		9.00 - 9.30								A	3.4	22	277	1704	600	173^	600	113^	196^	196^	235^	404^	700	249^	383^	353^	370^	277^	244^	53^	160^	134^	
		9.30 - 10.00								A	4.2	22	342	1518	577	197^	577	135^	196^	196^	190^	381	625	193^	326^	290^	290^	274^	216^	20^	100^	68^	
		10.00 - 10.30								A	4.6	21	375	1435	640	160^	640	193^	264^	165^	238^	376	614	177^	326	342	320^	272^	82^	39^	99^	17^	
SUPERFRIENDS																																	
SAT.		8.00A	30	ABC	CA		40	182	183	A	1.7	19	139	1101	73^	66^	94^	65^	65^	65^	LT	LT	108^	72^	72^	72^	36^	36^	230^	115^	669^	288^	
										B	3.3	23	269																				
TARZAN/L.RANGER/ZORRO HR1																																	
SAT.		8.30A	30	CBS	CA		29	195	196	A	2.4	17	196	2015	305^	102^	340^	56^	137^	137^	198^	203^	439^	239^	276^	119^	158^	163^	211^	31^	1025	618	
										B	3.3	18	269																				
TARZAN/L.RANGER/ZORRO HR2																																	
SAT.		9.00A	30	CBS	CA		29	195	196	A	3.3	19	269	1554	301^	141^	353^	153^	179^	86^	107^	174^	320^	168^	190^	171^	101^	130^	118^	22^	763	461	
										B	4.1	19	334																				
THIS WEEK-DAVID BRINKLEY																																	
1 SUN.		11.30A	30	ABC	N		31	165	139	A	3.1	12	253	1723	631	165^	655	162^	229^	224^	248^	391^	625	124^	274^	253^	251^	336^	LT	LT	427^	332^	
		& 12.15P	30							B	3.6	13	293																				
2 SUN.		11.30A	60																														
		11.30 - 12.00								A	3.0	12	245	1727	637	163^	662	216^	261^	218^	206^	375^	568	126^	253^	209^	236^	315^	28^	28^	469^	364^	
		12.00 - 12.30								A	3.0	13	245	1000	461^	200^	514^	LT	LT	81^	240^	433^	486^	98^	98^	49^	LT	388^	LT	LT	LT	LT	
30 MINUTES																																	
SAT.		1.30P	30	CBS	DN		31	163	170	A	3.4	13	277	1401	665	259^	711	292^	393^	351^	249^	259^	323^	188^	247^	199^	119^	76^	169^	LT	198^	36^	
										B	3.5	12	285																				
THUNDARR THE BARBARIAN																																	
SAT.		8.30A	30	ABC	CA		21	194	194	A	3.1	21	253	1451	209^	162^	276^	233^	233^	59^	43^	35^	195^	99^	195^	115^	96^	LT	174^	LT	806	549	
										B	3.8	20	310																				

[illegible]

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JUNE 28, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE %	18		22		20 *		21 *		23 *		24 *		24 *		24 *		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE %	16.0		17.3		20.3		19.2		15.9		15.9*		15.9*		15.9*		
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE %	13.7		12.5*		15.0*		14.9		14.2*		14.8*		15.3*		15.3*		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE %	7.2		9.7		7.7*		9.1*		10.7*		12.2*		11.0*		11.0*		
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE %	13.2		15.7		19.3		17.1		15.7		15.4*		16.1*		16.1*		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE %	9.4		9.1*		9.6*		12.7		10.5*		12.7*		13.4*		14.4*		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	49.8	50.4	49.2	51.3	51.4	53.5	54.5	56.4	58.0	59.1	58.9	60.2	59.6	57.8	56.9	54.5
		WK. 2	45.3	45.3	45.9	47.4	46.7	47.0	48.2	50.7	52.0	54.1	54.9	55.7	54.4	54.7	54.9	53.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE. MON. JULY 5, 1982

NATIONAL TV AUDIENCE ESTIMATES																							
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45						
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					14,430 17.7	{		15,400 18.9	{		17,520 21.5	{		17,600 21.6	{		19,970 24.5				
	ABC TV	{					HAPPY DAYS (R)	{		LAVERNE & SHIRLEY (R)	{		THREE'S COMPANY (R)	{		TOO CLOSE FOR COMFORT (R)(OP)	{		HART TO HART (R)				
	AVERAGE AUDIENCE (Households (000) & %)	{					11,820 14.5	{		13,860 17.0	{		15,000 18.4	{		15,650 19.2	{		15,320 18.8				
	SHARE OF AUDIENCE %	{					30	{		33	{		33	{		33	{		33				
	AVG. AUD. BY ¼ HR. %	{					13.2	{		15.8	{		16.3	{		17.6	{		17.4				
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					11,570 14.2	{		9,130 11.2	{		17,520 21.5	{									
	CBS TV	{					CRONKITE'S UNIVERSE	{		TWO OF US (R)(OP)	{										CBS TUESDAY NIGHT MOVIES WHITE MAMA(R)		
	AVERAGE AUDIENCE (Households (000) & %)	{					9,620 11.8	{		7,420 9.1	{		11,330 13.9	{		11.1*	{		14.0*	{		14.8*	
	SHARE OF AUDIENCE %	{					24	{		18	{		24	{		20 *	{		24 *	{		26 *	
	AVG. AUD. BY ¼ HR. %	{					11.8	{		11.9	{		9.2	{		9.0	{		10.1	{		12.0	
E E K 3	TOTAL AUDIENCE (Households (000) & %)	{					11,000 13.5	{		BRET MAVERICK (R)(OP)	{		11,650 14.3	{		CASSIE AND COMPANY (SUS-OP)	{		10,270 12.6	{		FLAMINGO ROAD (R)	
	NBC TV	{						{			{			{			{			{			
	AVERAGE AUDIENCE (Households (000) & %)	{					7,740 9.5	{		9.0*	{		8,880 10.9	{		10.6*	{		11.2*	{		7,340 9.0	
	SHARE OF AUDIENCE %	{					19	{		19 *	{		19	{		19 *	{		19 *	{		16	
	AVG. AUD. BY ¼ HR. %	{					9.3	{		8.7	{		9.7	{		10.2	{		10.7	{		10.5	
E E K 4	TOTAL AUDIENCE (Households (000) & %)	{					11,900 14.6	{		12,060 14.8	{		15,970 19.6	{		15,890 19.5	{		18,660 22.9	{			
	ABC TV	{					HAPPY DAYS (R)	{		LAVERNE & SHIRLEY (R)	{		THREE'S COMPANY (R)	{		TOO CLOSE FOR COMFORT (R)(OP)	{		HART TO HART (R)	{			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,860 12.1	{		10,600 13.0	{		13,860 17.0	{		14,260 17.5	{		14,670 18.0	{			
	SHARE OF AUDIENCE %	{					26	{		26	{		32	{		32	{		34	{			
	AVG. AUD. BY ¼ HR. %	{					11.4	{		12.8	{		12.6	{		13.5	{		16.4	{		17.5	
E E K 5	TOTAL AUDIENCE (Households (000) & %)	{					10,350 12.7	{		8,070 9.9	{		15,810 19.4	{									
	CBS TV	{					CRONKITE'S UNIVERSE	{		TWO OF US (R)(OP)	{										CBS TUESDAY NIGHT MOVIES A SHINING SEASON (R)		
	AVERAGE AUDIENCE (Households (000) & %)	{					8,480 10.4	{		6,440 7.9	{		9,130 11.2	{		9.3*	{		10.5*	{		12.4*	
	SHARE OF AUDIENCE %	{					22	{		16	{		21	{		17 *	{		19 *	{		23 *	
	AVG. AUD. BY ¼ HR. %	{					10.4	{		10.4	{		8.1	{		7.8	{		9.0	{		9.6	
E E K 6	TOTAL AUDIENCE (Households (000) & %)	{					11,570 14.2	{			{		11,170 13.7	{			{		8,480 10.4	{			
	NBC TV	{						{		BRET MAVERICK (R)(OP)	{			{		CASSIE AND COMPANY (OP)	{			{		FLAMINGO ROAD (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					7,820 9.6	{		8.3*	{		7,820 9.6	{		9.4*	{		5,950 7.3	{		7.1*	
	SHARE OF AUDIENCE %	{					20	{		18 *	{		18	{		18 *	{		18 *	{		14	
	AVG. AUD. BY ¼ HR. %	{					8.4	{		8.2	{		10.4	{		11.3	{		9.5	{		9.4	
TV HOUSEHOLDS USING TV		WK. 1	47.7	49.2	48.3	48.6	47.5	49.8	50.6	52.3	54.0	56.3	57.6	58.6	57.7	57.8	57.4	56.2					
(See Def. 1)		WK. 2	45.9	46.6	46.3	46.4	46.3	48.1	49.3	51.2	52.4	54.2	55.0	55.2	54.0	52.9	52.3	51.7					

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E K 1	TOTAL AUDIENCE (Households (000) & %)																			
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
W E K 2	TOTAL AUDIENCE (Households (000) & %)																			
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
W E K 1	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
W E K 2	TOTAL AUDIENCE (Households (000) & %)																			
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
W E K 1	TOTAL AUDIENCE (Households (000) & %)																			
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
W E K 2	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
		TV HOUSEHOLDS USING TV WK. 1																		
		(See Def. 1) WK. 2																		

U.S. TV Households 81,500,000

For explanation of symbols: See page 1

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JULY 1, 1982

		NIELSEN TV AUDIENCE ESTIMATES																	
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						9,290 11.4	DARK ROOM (R)			10,350 12.7	BARNEY MILLER (R)		11,330 13.9	POLICE SQUAD (OP)		18,420 22.6	20/20 (R)	
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						6,930 8.5	8.4*		8.5*	8,640 10.6		9,700 11.9		13,530 16.6	16.9*	16.4*		
	SHARE OF AUDIENCE %						19	19 *		18 *	21		22		31	31 *	31 *		
	AVG. AUD. BY ¼ HR. %						8.3	8.6	3.3	8.6	10.1	11.1	11.5	12.3	16.3	17.4	16.7	16.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						14,750 18.1	MAGNUM, P.I. (R)(OP)			16,710 20.5	MY OLD MAN (R)							
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)						11,330 13.9	13.4*		14.3*	9,860 12.1	10.2*		10.8*		12.9*		14.5*	
	SHARE OF AUDIENCE %						30	30 *		31 *	23	20 *		20 *		23 *		27 *	
	AVG. AUD. BY ¼ HR. %						13.1	13.8	14.4	14.2	10.5	9.9	10.5	11.0	12.4	13.5	14.2	14.7	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						10,680 13.1	FAME (R)(OP)			13,280 16.3	DIFF'RENT STROKES (R)		14,830 18.2	DIFF'RENT STROKES SPEC (R)(SUS-OP)		14,670 18.0	HILL STREET BLUES (R)	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						7,740 9.5	8.9*		10.1*	11,980 14.7		13,200 16.2		10,840 13.3	13.7*	12.9*		
	SHARE OF AUDIENCE %						21	20 *		22 *	29		30		24	25 *	24 *		
	AVG. AUD. BY ¼ HR. %						8.9	9.0	9.7	10.4	13.9	15.4	15.9	16.5	13.7	13.7	13.2	12.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						8,880 10.9	DARK ROOM (R)			8,640 10.6	BARNEY MILLER (R)		10,110 12.4	POLICE SQUAD (OP)		15,490 19.0	20/20	
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						6,440 7.9	7.4*		8.3*	7,660 9.4		8,150 10.0		11,000 13.5	12.9*	14.1*		
	SHARE OF AUDIENCE %						16	16 *		17 *	18		19		25	24 *	26 *		
	AVG. AUD. BY ¼ HR. %						7.2	7.7	8.1	8.6	8.9	10.0	10.1	10.0	12.3	13.4	14.0	14.1	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						16,060 19.7	MAGNUM, P.I. (R)(OP)			12,390 15.2	SIMON & SIMON (R)		KNOTS LANDING (R)					
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)						11,330 13.9	13.6*		14.3*	8,880 10.9	10.8*		10.9*	8,310 10.2	9.8*	10.5*		
	SHARE OF AUDIENCE %						29	29 *		29 *	21	21 *		20 *	19	18 *	20 *		
	AVG. AUD. BY ¼ HR. %						13.5	13.7	14.3	14.4	10.8	10.9	10.9	10.9	9.4	10.2	10.3	10.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						10,760 13.2	FAME (R)(OP)			14,750 18.1	DIFF'RENT STROKES (R)		14,430 17.7	GIMME A BREAK (R)(OP)		18,500 22.7	HILL STREET BLUES (R)	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						7,740 9.5	8.9*		10.0*	12,880 15.8		13,040 16.0		14,180 17.4	17.3*	17.4*		
	SHARE OF AUDIENCE %						20	19 *		20 *	31		30		32	32 *	33 *		
	AVG. AUD. BY ¼ HR. %						8.6	9.2	9.5	10.5	15.1	16.4	16.0	15.9	17.6	17.1	17.5	17.3	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	44.7	44.7	44.0	44.8	45.0	45.2	45.6	47.3	50.1	52.4	54.0	55.1	54.7	55.4	54.3		
		WK. 2	46.0	46.3	47.1	47.3	46.8	47.4	48.2	49.5	50.2	52.6	53.5	53.7	54.0	54.3	53.9		

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.THU. JULY 8, 1982

		NIELSEN NATIONAL TV AUDIENCE ESTIMATES																				
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						9,130 11.2	8,310 10.2		16,140 19.8					ABC FRIDAY NIGHT MOVIE THE OKLAHOMA CITY DOLLS(R) (OP)							
	ABC TV						BENSON (R)		MAKING A LIVING (R)													
	AVERAGE AUDIENCE (Households (000) & %)						7,820 9.6	7,010 8.6		9,370 11.5					9.3*	10.9*		12.9*	13.0*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 9.1	10.1	18 8.7	8.4	23 8.8					9.8	10.5	11.3	12.9	12.8	12.8	13.2
E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,590 17.9	14,100 17.3					12,960 15.9					DALLAS SPECIAL (R)				
	CBS TV						DUKES OF HAZZARD (R)(OP)					DALLAS (R)										
	AVERAGE AUDIENCE (Households (000) & %)						10,190 12.5	11.4*	13.7*		10,350 12.7					12.6*	12.9*		12.8	12.5*	13.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 10.7	25 *	29 *		26 12.4					26 *	26 *		25	25 *	26 *	12.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						5,380 6.6	9,450 11.6					10,510 12.9					ASPHALT COWBOY (R)				
	NBC TV						LEWIS AND CLARK					CHICAGO STORY (R)(OP)										
	AVERAGE AUDIENCE (Households (000) & %)						4,320 5.3	6.1*		7.9*					8.5*		7,820 9.6	9.0*	10.3*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						12 5.5	5.2	15 5.9	6.3	7.9					7.9	8.4	8.6	8.7	9.2	9.9	10.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,600 13.0	9,700 11.9					17,030 20.9					ABC FRIDAY NIGHT MOVIE RICH KIDS (OP)				
	ABC TV						BENSON (R)		MAKING A LIVING (R)													
	AVERAGE AUDIENCE (Households (000) & %)						8,970 11.0	8,560 10.5		10,430 12.8					12.0*	12.8*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 10.7	11.3	23 10.2	10.9	26 12.0					25 *	12.7	12.9	13.2	13.2	13.2	13.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,160 18.6	12,960 15.9					11,170 13.7					FALCON CREST (R)				
	CBS TV						DUKES OF HAZZARD (R)(OP)					DALLAS (R)										
	AVERAGE AUDIENCE (Households (000) & %)						11,330 13.9	13.0*	14.8*		8,880 10.9					10.8*	11.1*		8,230 10.1	9.6*	10.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						31 12.3	30 *	32 *		23 10.7					23 *	10.8	10.9	11.2	9.6	9.6	10.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						3,990 4.9	9,050 11.1					11,080 13.6					MCCLEIN'S LAW (R)				
	NBC TV						LEWIS AND CLARK					CHICAGO STORY (R)(SUS-OP)(OP)										
	AVERAGE AUDIENCE (Households (000) & %)						3,420 4.2	5.130 6.3		4.2*		6.8*					7.7*		8,480 10.4	10.2*	10.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						10 4.3	4.0	13 4.2	4.2	14 *					16 *	8.0	7.4	8.0	9.8	10.5	10.4
TV HOUSEHOLDS USING TV		WK. 1	42.1	42.8	43.6	45.7	44.7	47.1	47.0	47.4	47.9	49.3	49.7	50.1	50.3	50.5	50.5	50.3				
(See Def. 1)		WK. 2	43.2	43.4	42.3	42.7	42.5	44.6	45.7	46.8	47.1	47.9	48.5	49.5	49.2	49.0	48.4	47.7				

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		12,310 15.1				16,950 20.8				15,000 18.4							
	ABC TV		TODAY'S FBI (R)(OP)				LOVE BOAT (OP)				FANTASY ISLAND (R)							
	AVERAGE AUDIENCE (Households (000) & %)		8,720 10.7				13,040 16.0				12,390 15.2							
	SHARE OF AUDIENCE %		10.1* 26				11.4* 27 *				17.0* 37 *				14.9* 34			
W E E K 2	AVG. AUD. BY ¼ HR.		10.0	10.1	10.9	11.9	14.3	15.8	16.8	17.1	14.9	14.9	15.4	15.7				
	TOTAL AUDIENCE (Households (000) & %)		10,020 12.3				12,310 15.1											
	CBS TV		WALT DISNEY THE LITTLE SHEPHERD DOG OF CATALINA(R)(OP)				MAYFLOWER: PILGRIMS' ADV. (R)											
	AVERAGE AUDIENCE (Households (000) & %)		7,340 9.0				7,250 8.9											
W E E K 1	SHARE OF AUDIENCE %		8.9* 22				9.1* 22 *				9.0* 19 *				8.9* 20 *			
	AVG. AUD. BY ¼ HR.		8.5	9.4	9.4	8.7	8.8	9.2	9.3	8.7	9.1	8.6	8.7	8.6				
	TOTAL AUDIENCE (Households (000) & %)		5,540 6.8				5,710 7.0				7,580 9.3				7,660 9.4			
	NBC TV		HERE'S BOOMER (R)				HARPER VALLEY (R)(OP)				NASHVILLE PALACE (R)(SUS-OP)				NBC MAGAZINE (R)			
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)		4,810 5.9				4,810 5.9				5,130 6.3				4,970 6.1			
	SHARE OF AUDIENCE %		15 5.8				14 5.5				14* 6.1				13* 6.2			
	AVG. AUD. BY ¼ HR.		5.8	5.9	5.5	6.2	6.1	6.2	6.3	6.4	5.8	6.0	6.4	6.1				
	TOTAL AUDIENCE (Households (000) & %)		11,740 14.4				17,690 21.7				19,890 24.4							
W E E K 1	ABC TV		TODAY'S FBI (R)(OP)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)							
	AVERAGE AUDIENCE (Households (000) & %)		8,230 10.1				13,200 16.2				15,080 18.5							
	SHARE OF AUDIENCE %		9.3* 23				10.8* 24 *				14.5* 31 *				18.1* 37 *			
	AVG. AUD. BY ¼ HR.		9.1	9.6	10.4	11.2	13.8	15.2	17.4	18.5	17.8	18.3	19.2	18.8				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		11,980 14.7				8,230 10.1				9,940 12.2							
	CBS TV		WALT DISNEY KIDNAPPED(R) (OP)				CBS REPORTS											
	AVERAGE AUDIENCE (Households (000) & %)		6,930 8.5				4,970 6.1											
	SHARE OF AUDIENCE %		8.1* 18				8.2* 18 *				9.1* 18 *				6.5* 13			
W E E K 1	AVG. AUD. BY ¼ HR.		8.0	8.1	8.2	8.2	8.7	8.7	9.0	9.2	7.2	5.9	5.6	5.9				
	TOTAL AUDIENCE (Households (000) & %)		8,880 10.9				8,720 10.7				8,230 10.1				9,940 12.2			
	NBC TV		HERE'S BOOMER (R)				HARPER VALLEY (R)(OP)				NASHVILLE PALACE (R)(OP)				NBC MAGAZINE (R)			
	AVERAGE AUDIENCE (Households (000) & %)		7,090 8.7				7,580 9.3				6,110 7.5				6,360 7.8			
W E E K 2	SHARE OF AUDIENCE %		20 8.3				21 9.0				17* 8.1				17* 8.4			
	AVG. AUD. BY ¼ HR.		8.3	9.1	9.0	9.5	8.1	7.7	7.3	7.1	8.4	8.1	7.6	7.2				
	TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2
	U.S. TV Households: 81,500,000		36.9	39.0	38.5	40.6	38.6	41.7	40.0	42.8	39.6	40.5	41.4	42.7	43.8	45.8	46.3	46.5
			36.9	39.0	38.5	40.6	38.6	41.7	40.0	42.8	39.6	40.5	41.4	42.7	43.8	45.8	46.3	46.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,910 4.8														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,830 4.7														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	11 4.7														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,290 11.4														
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	4,970 6.1	7.0*		5.5*											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 7.4	21* 6.7		19* 5.3		5.6	5.3								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,360 7.8														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,870 7.2														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	17 7.2														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,210 11.3														
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,130 6.3	7.1*		6.1*		5.4*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 7.3	20* 6.9		20* 5.9		20* 5.5		5.1							
TV HOUSEHOLDS USING TV WK. 1		43.4	40.1	35.4	32.7	30.3	27.9	25.7	24.5	22.4	19.9	17.8	15.8	13.7	12.3	11.3	10.2
(See Def. 1) WK. 2		44.5	41.4	37.1	34.4	32.0	29.9	27.8	25.8	23.7	21.9	19.5	17.5	15.8	14.3	12.6	11.3

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,250 8.9	CODE RED (R)				12,800 15.7	ABC SUNDAY NIGHT MOVIE A WHALE FOR THE KILLING(R) (OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,730 5.8	5.4*		6.2*	6,110 7.5	6.0*		6.1*		7.4*		8.1*		8.6*		8.9*
	SHARE OF AUDIENCE %	{	16	15 *		17 *	19	17 *		17 *		19 *		20 *		22 *		22 *
	AVG. AUD. BY ¼ HR.	%	5.4	5.5	6.1	6.3	6.1	6.0	6.1	6.1	7.2	7.5	8.0	8.2	8.5	8.7	9.1	8.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	15,490 19.0	60 MINUTES				11,080 13.6	10,600 13.0	11,900 14.6	13,280 16.3	14,430 17.7						
	AVERAGE AUDIENCE (Households (000) & %)	{	11,490 14.1	13.6*		14.5*	9,860 12.1	9,450 11.6	10,430 12.8	11,900 14.6	11,570 14.2	13.9*		14.4*		13.9*		14.4*
	SHARE OF AUDIENCE %	{	39	38 *		40 *	34	32	33	36	35	35 *		35 *		35 *		35 *
	AVG. AUD. BY ¼ HR.	%	13.2	14.0	14.7	14.4	11.9	12.3	11.2	11.9	12.4	13.3	14.4	14.9	13.8	14.1	14.4	14.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,620 6.9	ANIMALYMPICS				7,820 9.6	CHIPS (R)(OP)		12,140 14.9	NBC SUNDAY NIGHT MOVIE TERROR AT ALCATRAZ (OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{	3,260 4.0	4.2*		3.9*	5,540 6.8	5.9*		7.7*	7,010 8.6	7.8*		8.6*		8.8*		9.4*
	SHARE OF AUDIENCE %	{	11	12 *		11 *	19	17 *		21 *	22	20 *		21 *		22 *		23 *
	AVG. AUD. BY ¼ HR.	%	4.4	4.0	3.7	4.1	5.5	6.3	7.2	8.1	7.8	7.8	8.5	8.8	8.9	8.6	9.2	9.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,820 9.6	CODE RED				17,200 21.1	ABC SUNDAY NIGHT MOVIE FUNNY LADY(R) (8:00-10:50PM)(OP) (SUSTAINING 10:50-10:54PM)									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,130 6.3	5.9*		6.7*	8,150 10.0	9.7*		9.4*		9.8*		10.4*		10.4*		10.8*
	SHARE OF AUDIENCE %	{	14	14 *		15 *	19	20 *		19 *		18 *		18 *		18 *		19 *
	AVG. AUD. BY ¼ HR.	%	5.7	6.2	6.3	7.2	9.4	9.9	9.7	9.1	9.7	9.9	10.5	10.3	10.4	10.3	10.7	11.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	20,130 24.7	60 MINUTES				13,370 16.4	14,340 17.6	17,600 21.6	16,220 19.9	17,030 20.9						
	AVERAGE AUDIENCE (Households (000) & %)	{	15,000 18.4	17.8*		18.9*	11,900 14.6	12,710 15.6	14,670 18.0	14,670 18.0	13,530 16.6	16.1*		17.1*		16.1*		17.1*
	SHARE OF AUDIENCE %	{	42	41 *		42 *	30	31	33	32	29	28 *		30 *		28 *		30 *
	AVG. AUD. BY ¼ HR.	%	17.1	18.6	18.7	19.1	14.4	14.7	15.3	15.9	17.1	18.8	17.7	18.3	15.8	16.3	17.1	17.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,500 9.2	FATHER MURPHY (R)				13,200 16.2	CHIPS (R)(OP)		19,230 23.6	NBC SUNDAY NIGHT MOVIE ROLLERCOASTER(R) (SUS-OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{	4,560 5.6	5.0*		6.2*	8,970 11.0	9.6*		12.3*	12,060 14.8	12.5*		13.5*		16.7*		16.5*
	SHARE OF AUDIENCE %	{	13	12 *		14 *	22	20 *		25 *	26	23 *		24 *		29 *		29 *
	AVG. AUD. BY ¼ HR.	%	5.0	5.1	5.8	6.6	9.1	10.1	11.5	13.2	12.6	12.5	13.0	14.0	16.5	16.9	16.8	16.3
TV HOUSEHOLDS USING TV		WK. 1	35.2	35.7	36.1	36.0	35.2	35.9	36.1	37.1	37.8	38.9	39.9	40.3	39.6	40.1	40.6	40.7
(See Def. 1)		WK. 2	42.2	44.0	44.5	46.5	47.1	48.7	49.3	51.1	54.2	55.8	56.0	57.4	57.7	57.1	56.8	55.9
U.S. TV Households: 81,500,000																		

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	TOTAL AUDIENCE (Households (000) & %)	{ 3,020 3.7															
	ABC TV	ABC WEEKEND REPORT-SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,770 3.4															
	SHARE OF AUDIENCE %	9															
E	AVG. AUD. BY ¼ HR. %	3.4															
	TOTAL AUDIENCE (Households (000) & %)	{ 5,220 6.4															
	CBS TV	CBS SUNDAY NEWS-OSGOOD															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,130 6.3															
K	SHARE OF AUDIENCE %	17															
	AVG. AUD. BY ¼ HR. %	6.3															
1	TOTAL AUDIENCE (Households (000) & %)	{ 2,040 2.5															
	NBC TV	NBC LATE NIGHT MOVIE THE MOONBEAM RIDER(R) (11:30-12:41AM) (SUSTAINING 12:41-1:30AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,220 1.5															
	SHARE OF AUDIENCE %	5															
W	AVG. AUD. BY ¼ HR. %	1.4															
	TOTAL AUDIENCE (Households (000) & %)	{ 4,240 5.2															
	ABC TV	ABC WEEKEND REPORT-SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,910 4.8															
E	SHARE OF AUDIENCE %	10															
	AVG. AUD. BY ¼ HR. %	4.8															
K	TOTAL AUDIENCE (Households (000) & %)	{ 6,280 7.7															
	CBS TV	CBS SUNDAY NEWS-OSGOOD															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,950 7.3															
	SHARE OF AUDIENCE %	15															
2	AVG. AUD. BY ¼ HR. %	7.3															
	TOTAL AUDIENCE (Households (000) & %)	{ 1,710 2.1															
	NBC TV	NBC LATE NIGHT MOVIE ANOTHER MAN, ANOTHER CHANCE(R) (11:30-12:44AM) (SUSTAINING 12:44-1:30AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 820 1.0															
W	SHARE OF AUDIENCE %	3															
	AVG. AUD. BY ¼ HR. %	1.3															
	TOTAL AUDIENCE (Households (000) & %)	{ 17.6 17.9															
	U.S. TV Households: 81,500,000																

TV HOUSEHOLDS USING TV	WK. 1	38.4	35.3	31.5	30.4	27.4	25.2	21.6	19.8	17.6	15.5	13.8	11.9	9.7	8.7	8.1	7.8
(See Def. 1)	WK. 2	49.6	44.2	37.0	33.5	29.5	26.6	23.3	20.4	17.9	15.0	12.3	10.2	8.4	7.5	6.6	6.0

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 28-JULY 2, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		4,730 5.8		{		4,730 5.8		{		{		{		{	
	ABC TV	{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		{		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		3,670 4.5		{		3,910 4.8		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		29 4.6 4.5		{		24 4.7 4.8		{		{		{		{	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		2,590 3.3		{		2,850 3.5		{		4,730 5.8		6,520 8.0		{	
	CBS TV	{		MORNING-KURTIS & SAWYER 1 (CO-OP) (PARTICIPATING)		{		MORNING-KURTIS & SAWYER 2 (CO-OP) (PARTICIPATING)		{		ONE DAY AT A TIME-M-F		ALICE-M-F		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		2,120 2.6		{		2,360 2.9		{		3,830 4.7		5,620 6.9		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		17 2.5 2.8		{		15 2.8 3.0		{		21 4.3 5.1		29 6.6 7.1		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,830 4.7		{		3,910 4.8		{		4,480 5.5		4,480 5.5		{	
	NBC TV	{		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		{		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		{		DIFF'RENT STROKES M-F		WHEEL OF FORTUNE		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		3,100 3.8		{		3,260 4.0		{		3,830 4.7		3,750 4.6		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		25 3.7 3.8		{		20 3.9 4.1		{		21 4.4 4.9		19 4.5 4.7		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,560 5.6		{		4,560 5.6		{		{		{		{	
	ABC TV	{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		{		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		3,590 4.4		{		3,670 4.5		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		31 4.4 4.4		{		24 4.5 4.4		{		{		{		{	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		2,770 3.4		{		3,180 3.9		{		4,400 5.4		6,110 7.5		{	
	CBS TV	{		MORNING KURTIS & SAWYER 1 (CO-OP) (PARTICIPATING)		{		MORNING-KURTIS & SAWYER 2 (CO-OP) (PARTICIPATING)		{		ONE DAY AT A TIME-M-F		ALICE-M-F		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		2,280 2.8		{		2,530 3.1		{		3,670 4.5		5,300 6.5		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		20 2.7 2.9		{		17 3.1 3.1		{		21 4.2 4.9		29 6.3 6.8		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,340 4.1		{		3,590 4.4		{		4,480 5.5		4,160 5.1		{	
	NBC TV	{		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		{		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		{		DIFF'RENT STROKES M-F		WHEEL OF FORTUNE		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		2,610 3.2		{		2,930 3.6		{		3,670 4.5		3,590 4.4		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		22 3.1 3.2		{		20 3.5 3.6		{		21 4.1 4.9		19 4.4 4.5		{	
TV HOUSEHOLDS USING TV WK. 1		8.8	10.2	11.8	13.3	15.1	16.9	17.9	18.7	19.8	21.0	21.8	21.8	21.9	22.9	23.4	23.8
(See Def. 1)		WK. 2	8.6	10.0	11.4	12.7	14.4	15.9	17.0	17.9	19.3	20.0	20.6	21.0	22.3	22.5	23.5
U.S. TV Households: 81,500,000																	

DAY MON.-FRI. JULY 5-9, 1982

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45							
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 9,050 11.1		LOVE BOAT DAYTIME		{ 7,580 9.3		FAMILY FEUD		{ 6,930 8.5		RYAN'S HOPE (SUS-OP)		{ 10,510 12.9		ALL MY CHILDREN (OP)		{ 9,540 11.7		ONE LIFE TO LIVE (SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,760 8.3		7.6*		{ 6,360 7.8		8.9*		{ 5,710 7.0		7.0		{ 7,910 9.7		9.1*		{ 7,090 8.7		10.3*		8.9*		
	SHARE OF AUDIENCE %		{ 34		32 *		{ 29		35 *		{ 26		26		{ 33		31 *		{ 33		35 *		34 *		
	AVG. AUD. BY ¼ HR. %		{ 7.1		8.2		8.8		9.0		{ 7.4		8.2		{ 7.0		7.0		{ 8.7		10.3		8.7		9.1
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 7,090 8.7		8,150 10.0		PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)		{ 9,130 11.2		YOUNG AND THE RESTLESS		{ 7,340 9.0		AS THE WORLD TURNS		{ 4,890 6.0		CAPITOL						
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,030 7.4		7,090 8.7				{ 6,760 8.3		8.2*		{ 5,380 6.6		6.5*		{ 4,240 5.2		5.2						
	SHARE OF AUDIENCE %		{ 31		34				{ 31		32 *		{ 23		22 *		{ 24		20						
	AVG. AUD. BY ¼ HR. %		{ 7.1		7.7		8.4		9.0				{ 8.4		8.3		6.7		{ 6.7		6.6		5.1		5.3
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 3,420 4.2		TEXAS		{ 1,870 2.3		DOCTORS		{ 2,690 3.3		SEARCH FOR TOMORROW		{ 6,520 8.0		DAYS OF OUR LIVES (M-TH)(OP)		{ 5,130 6.3		ANOTHER WORLD (M-TH)(S)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,200 2.7		2.7*		{ 1,630 2.0		2.0		{ 2,200 2.7		2.7		{ 4,890 6.0		5.7*		{ 3,500 4.3		4.5*		4.2*		
	SHARE OF AUDIENCE %		{ 11		11 *		{ 7		7		{ 10		10		{ 20		19 *		{ 16		16 *		16 *		
	AVG. AUD. BY ¼ HR. %		{ 2.8		2.6		2.7		2.9		2.0		2.0		{ 2.5		2.8		{ 5.5		6.0		6.4		6.4
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 8,480 10.4		LOVE BOAT DAYTIME		{ 6,930 8.5		FAMILY FEUD		{ 6,030 7.4		RYAN'S HOPE (SUS-OP)		{ 9,450 11.6		ALL MY CHILDREN (OP)		{ 8,390 10.3		ONE LIFE TO LIVE (SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,110 7.5		6.9*		{ 5,790 7.1		8.1*		{ 5,130 6.3		7.1		{ 7,170 8.8		8.5*		{ 6,440 7.9		7.7*		8.0*		
	SHARE OF AUDIENCE %		{ 30		29 *		{ 27		32 *		{ 24		27		{ 31		30 *		{ 30		29 *		31 *		
	AVG. AUD. BY ¼ HR. %		{ 6.4		7.4		8.0		8.3		{ 6.9		7.4		{ 6.2		6.2		{ 8.2		8.7		9.1		8.2
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 7,010 8.6		7,740 9.5		PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)		{ 8,390 10.3		YOUNG AND THE RESTLESS		{ 7,090 8.7		AS THE WORLD TURNS		{ 4,560 5.6		CAPITOL						
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,870 7.2		6,760 8.3				{ 6,190 7.6		7.4*		{ 5,380 6.6		6.5*		{ 3,990 4.9		4.9						
	SHARE OF AUDIENCE %		{ 30		33				{ 29		29 *		{ 24		22 *		{ 25		19						
	AVG. AUD. BY ¼ HR. %		{ 6.9		7.5		8.1		8.4				{ 7.4		7.4		7.7		{ 7.8		6.5		6.4		6.8
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 3,340 4.1		TEXAS		{ 1,790 2.2		DOCTORS		{ 2,930 3.6		SEARCH FOR TOMORROW		{ 6,190 7.6		DAYS OF OUR LIVES		{ 4,480 5.5		ANOTHER WORLD				
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,120 2.6		2.6*		{ 1,550 1.9		2.7*		{ 2,360 2.9		2.9		{ 4,810 5.9		5.6*		{ 3,260 4.0		4.1*		4.0*		
	SHARE OF AUDIENCE %		{ 11		11 *		{ 7		11 *		{ 11		11		{ 20		20 *		{ 15		15 *		16 *		
	AVG. AUD. BY ¼ HR. %		{ 2.7		2.5		2.6		2.8		2.0		1.9		{ 2.8		3.0		{ 5.4		5.8		6.2		6.1
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	23.7	24.5	25.3	26.5	26.9	28.0	26.8	27.7	28.6	29.1	28.7	28.4	27.0	26.6	25.7	26.4							
		WK. 2	23.5	24.7	25.0	26.0	26.5	27.1	26.3	26.8	28.0	28.6	28.6	28.6	27.0	27.4	26.2	25.9							

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,920 13.4	GENERAL HOSPITAL (SJS-OP)						4,400 5.4	EDGE OF NIGHT						9,370 11.5	ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{	8,720 10.7	10.5*		11.0*				3,750 4.6							7,990 9.8	
	SHARE OF AUDIENCE %	{	37	37 *		37 *				16							22	
	AVG. AUD. BY ¼ HR. %	{	10.2	10.8	11.1	10.8			4.8	4.4							9.6	10.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,930 8.5	GUIDING LIGHT (OP)						3,500 4.3	TATTLETALES						11,250 13.8	CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{	5,620 6.9	6.7*		7.1*				2,850 3.5							9,620 11.8	
	SHARE OF AUDIENCE %	{	24	24 *		24 *				12							27	
	AVG. AUD. BY ¼ HR. %	{	6.6	6.9	7.1	7.1			3.4	3.6							11.8	11.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,560 5.6	CHIPS M-F (M-TH)(S)(OP)												8,070 9.9		NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{	3,180 3.9	3.6*		4.2*											7,090 8.7	
	SHARE OF AUDIENCE %	{	13	13 *		14 *											20	
	AVG. AUD. BY ¼ HR. %	{	3.5	3.7	4.1	4.3											8.6	9.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,370 11.5	GENERAL HOSPITAL (SUS-OP)						3,910 4.8	EDGE OF NIGHT						8,970 11.0	ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{	7,740 9.5	9.3*		9.7*				3,260 4.0							7,660 9.4	
	SHARE OF AUDIENCE %	{	34	34 *		34 *				15							21	
	AVG. AUD. BY ¼ HR. %	{	9.2	9.4	9.8	9.6			4.1	3.8							9.4	9.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,520 8.0	GUIDING LIGHT (OP)						2,690 3.3	TATTLETALES						10,110 12.4	CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{	5,220 6.4	6.3*		6.6*				2,280 2.8							8,880 10.9	
	SHARE OF AUDIENCE %	{	23	23 *		23 *				10							24	
	AVG. AUD. BY ¼ HR. %	{	6.1	6.5	6.5	6.5			2.7	2.8							10.8	11.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,730 5.8	CHIPS M-F												8,970 11.0		NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{	3,420 4.2	3.8*		4.6*											7,820 9.6	
	SHARE OF AUDIENCE %	{	15	14 *		16 *											22	
	AVG. AUD. BY ¼ HR. %	{	3.5	4.0	4.5	4.7											9.4	9.8
TV HOUSEHOLDS USING TV WK. 1		27.1	28.5	29.3	30.0	28.4	29.6	30.2	31.7	33.1	34.6	35.7	37.5	40.3	42.3	43.6	44.5	
(See Def. 1) WK. 2		26.4	27.5	28.1	28.9	27.5	28.5	29.2	30.6	31.7	33.4	34.8	37.3	40.5	42.8	43.9	44.5	
U.S. TV Households: 81,500,000																		

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						1,790 2.2	3,100 3.8		6,030 7.4	6,440 7.9		6,760 8.3		7,340 9.0		
	ABC TV						SUPERFRIENDS (OP)	THUNDARR THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)	LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)						1,550 1.9	2,930 3.6		4,730 5.8	5,130 6.3		5,620 6.9		6,280 7.7		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 1.7	25 2.1	3.4	32 5.4	33 6.2	39 5.9	32 6.3	7.5	32 8.1	7.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						1,870 2.3	2,200 2.7		3,340 4.1	4,480 5.5		6,520 8.0		6,110 7.5		
	CBS TV						POPEYE/OLIVE COMEDY SHOW (OP)	TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)						1,550 1.9	1,790 2.2		2,610 3.2	3,340 4.1		5,130 6.3		5,300 6.5		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 1.8	16 2.1	1.9	19 3.1	21 3.3	21 3.6	26 6.0	6.7	25 6.6	6.5	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						2,280 2.8	3,910 4.8		13,940 17.1	WIMBLEDON TENNIS CHMP. SAT (9:00-2:00PM)						
	NBC TV						SMURFS I	SMURFS II (OP)									
	AVERAGE AUDIENCE (Households (000) & %)						1,790 2.2	3,180 3.9		4,080 5.0	3.2*	3.5*		4.2*		4.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						29 2.1	35 2.2	3.3	21 3.3	21* 3.1	20* 3.4		19* 4.2	20*	20*	5.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						1,470 1.8	2,610 3.2		2,200 2.7	3,500 4.3		3,500 4.3		4,480 5.5		
	ABC TV						SUPERFRIENDS (OP)	THUNDARR THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)	LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)						1,140 1.4	2,040 2.5		1,790 2.2	2,770 3.4		2,530 3.1		3,500 4.3		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						15 1.1	17 1.6	2.2	13 2.1	18 2.3	18 3.6	16 3.1	2.8	22 3.5	4.1	4.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						2,200 2.7	2,610 3.2		3,500 4.3	4,810 5.9		6,760 8.3		6,030 7.4		
	CBS TV						POPEYE/OLIVE COMEDY SHOW (OP)	TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)						1,630 2.0	2,040 2.5		2,770 3.4	3,990 4.9		5,540 6.8		5,130 6.3		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						18 1.9	18 2.1	2.4	20 3.5	26 3.3	30 4.4	33 5.3	6.7	30 6.9	6.3	6.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						2,850 3.5	4,650 5.7		6,680 8.2	5,300 6.5		5,220 6.4		4,730 5.8		
	NBC TV						FLINTSTONE'S COMEDY SHW2 (OP)	SMURFS I		SMURFS II (OP)	KID SUPER POWER I		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS		
	AVERAGE AUDIENCE (Households (000) & %)						2,280 2.8	3,910 4.8		5,540 6.8	4,730 5.8		4,480 5.5		4,240 5.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						30 2.2	38 3.3	4.3	42 6.3	31 7.2	31 5.7	27 5.8	5.7	25 5.4	25.1	25.8
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	4.9	5.8	7.3	8.3	9.6	10.6	12.3	15.0	16.8	17.8	18.3	20.5	22.8	24.9	25.8
		WK. 2	5.9	6.3	7.2	7.9	10.2	11.6	12.9	15.1	16.9	17.8	18.6	19.0	20.0	20.9	21.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

NielSEN NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 3, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	6,520 8.0	6,600 8.1	7,500 9.2	7,580 9.3																									
	ABC TV		FONZ AND HAPPY DAYS GANG	HEATHCLIFF & MARMADUKE	ABC WEEKEND SPECIALS	AMERICAN BANDSTAND '82																									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,460 6.7	5,950 7.3	6,280 7.7	4,730 5.8	5.6*	21 *	6.0*	22 *	6.2																				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 6.4	28 7.0	29 7.1	21 5.7	5.4	5.8	6.2	6.2																					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	6,930 8.5	5,050 6.2	3,910 4.8	5,220 6.4	3,910 4.8	3,260 4.0																							
	CBS TV		BUGS BUNNY/ROAD RUNNER 4 (OP)	BLACKSTAR (OP)	TROLLKINS (OP)	TOM AND JERRY COMEDY SHOW (OP)	KWICKY KOALA SHOW (OP)	30 MINUTES																							
	AVERAGE AUDIENCE (Households (000) & %)	{	5,870 7.2	4,320 5.3	3,420 4.2	4,480 5.5	3,100 3.8	2,690 3.3																							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 7.0	20 7.4	16 5.6	20 5.1	14 4.0	12 3.4	12 3.3	12 3.3																					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{											4,970 6.1																		
	NBC TV		WIMBLEDON TENNIS CHMP.SAT (9:00-2:00PM)										SPIRIT OF COMPETITION																		
	AVERAGE AUDIENCE (Households (000) & %)	{											3,180 3.9	3.8*	3.9*																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	5.2	5.2*	5.4	5.5*	5.2*	5.4*	6.2*	6.3*	6.4	6.3	23 *	14	14 *	14 *															
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	4,730 5.8	5,130 6.3	5,620 6.9	6,760 8.3																									
	ABC TV		FONZ AND HAPPY DAYS GANG	HEATHCLIFF & MARMADUKE	ABC WEEKEND SPECIALS	AMERICAN BANDSTAND '82																									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,080 5.0	4,160 5.1	4,650 5.7	4,160 5.1	4.8*	5.4*																							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23 4.6	23 5.4	24 5.0	22 4.8	21 *	23 *	5.6	5.2	5.6	5.2	23 *	5.6																	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	7,500 9.2	5,950 7.3	3,420 4.2	4,650 5.7	4,480 5.5	3,670 4.5																							
	CBS TV		BUGS BUNNY/ROAD RUNNER 4 (OP)	BLACKSTAR (OP)	TROLLKINS (OP)	TOM AND JERRY COMEDY SHOW (OP)	KWICKY KOALA SHOW (OP)	30 MINUTES																							
	AVERAGE AUDIENCE (Households (000) & %)	{	6,110 7.5	4,890 6.0	2,770 3.4	3,830 4.7	3,420 4.2	2,850 3.5																							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	33 7.1	26 7.8	15 6.2	20 5.8	18 4.4	14 4.0	14 3.5	14 3.5	14 3.5																				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	3,500 4.3	3,500 4.3	3,500 4.3	2,690 3.3	4,480 5.5	11,000 13.5																							
	NBC TV		SPACE STARS I	SPACE STARS II (OP)	DAFFY/SPEEDY SHOW (OP)	BULLWINKLE																									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,100 3.8	3,020 3.7	2,850 3.5	2,120 2.6																									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	17 3.9	17 3.8	15 3.7	11 3.7	19 3.4	21 3.6	21 2.6	21 2.6	21 2.6	21 2.6	21 2.6	21 2.6	21 2.6	21 *															
TV HOUSEHOLDS USING TV			WK. 1	26.0	26.8	26.4	26.2	26.1	27.7	27.9	27.7	27.7	27.7	27.4	27.1	27.2															
(See Def. 1)			WK. 2	22.5	23.5	22.8	23.1	22.8	23.7	23.3	23.2	23.4	24.2	24.2	25.3	25.3															
U.S. TV Households: 81,500,000																															
(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:18PM)																															

For explanation of symbols, See page A.

DAY SAT. JULY 10, 1982

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)												9,540 11.7		ABC WIDE WORLD-SPORTS SAT								
	ABC TV												4,970 6.1 19 6.5		6.2* 20 *	6.3* 20 *	5.9	5.7* 17 *	5.6				
	AVERAGE AUDIENCE (Households (000) & %)												6.1 19 6.5		6.2* 20 *	6.3* 20 *	5.9	5.7* 17 *	5.6				
	SHARE OF AUDIENCE %												6.5		6.0	6.2	6.4	5.9	5.6				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)												6,030 7.4		WESTERN OPEN GOLF-SAT								
	CBS TV												3,100 3.8 12 4.3		4.1* 13 *	3.7* 12 *	3.7	3.7* 12 *	6,030 7.4 20 7.3				
	AVERAGE AUDIENCE (Households (000) & %)												3.8 12 4.3		4.1* 13 *	3.7* 12 *	3.7	3.7* 12 *	7.4 20 7.3				
	SHARE OF AUDIENCE %												4.3		3.8	3.7	3.6	3.7	3.7	7.4			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		14,830 18.2												NBC MAJOR LEAGUE BASEBALL SEATTLE VS CHICAGO WHITE SOX TEXAS VS OAKLAND (3:00-8:36PM) (-OP)		NBC NIGHTLY NEWS-SAT. (6:36-7:00PM) (OP)						
	ABC TV		6,360 7.8 25 7.7		7.8* 28 *	7.8* 27 *	7.8* 27 *	7.5* 25 *	7.8* 25 *	7.8* 25 *	7.8* 25 *	7.9* 25 *	7.9* 25 *	7.8* 23 *	7.9* 23 *	7.8* 23 *	4,080 5.0						
	AVERAGE AUDIENCE (Households (000) & %)		7.8 25 7.7		7.8* 28 *	7.8* 27 *	7.8* 27 *	7.5* 25 *	7.8* 25 *	7.8* 25 *	7.8* 25 *	7.9* 25 *	7.9* 25 *	7.8* 23 *	7.9* 23 *	7.8* 23 *	3,500 4.3 12 4.3						
	SHARE OF AUDIENCE %		7.7		7.8	7.9	7.8	7.6	7.4	7.7	7.9	7.7	7.8	8.0	7.8	7.9	7.7	4.2					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)												10,110 12.4		ABC WIDE WORLD-SPORTS SAT								
	ABC TV												4,970 6.1 18 5.6		5.4* 17 *	5.7* 17 *	7.1 19 *	7.2					
	AVERAGE AUDIENCE (Households (000) & %)												6.1 18 5.6		5.4* 17 *	5.7* 17 *	7.1 19 *	7.2					
	SHARE OF AUDIENCE %												5.6		5.3	5.1	6.2	7.1	7.2				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)												9,540 11.7		CBS SPORTS SATURDAY								
	CBS TV												4,400 5.4 17 4.3		4.5* 15 *	5.8* 19 *	5.8* 18 *	7,580 9.3 25 9.0					
	AVERAGE AUDIENCE (Households (000) & %)												5.4 17 4.3		4.5* 15 *	5.8* 19 *	5.8* 18 *	9.3 25 9.0					
	SHARE OF AUDIENCE %												4.3		4.7	5.9	5.8	6.4	5.4	9.5			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)												6,600 8.1		NBC MAJOR LEAGUE BASEBALL MINNESOTA VS BOSTON (2:10-5:00PM)								
	ABC TV												3,100 3.8 12 4.3		4.1* 13 *	3.7* 12 *	3.7	3.7* 12 *	7,090 8.7 CBS SAT. NEWS-SCHIEFFER				
	AVERAGE AUDIENCE (Households (000) & %)												3.8 12 4.3		4.1* 13 *	3.7* 12 *	3.7	3.7* 12 *	8.7 CBS SAT. NEWS-SCHIEFFER				
	SHARE OF AUDIENCE %												4.3		3.8	3.7	3.6	3.7	3.7	8.7			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	27.9	28.5	28.2	29.3	29.7	30.6	30.5	31.1	31.4	31.5	31.2	31.9	33.2	34.3	36.0	37.1					
		WK. 2	26.8	27.7	28.0	28.0	28.9	29.5	29.6	30.8	31.1	32.2	33.0	34.5	36.5	38.8	38.3	38.4					
U.S. TV Households: 81,500,000																							

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)																1,140 1.4 KIDS ARE PEOPLE TOO I (10:30-11:02AM) (-OP) 980 1.2 5 1.2 1.2	
WEEK 1	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR.																
	TOTAL AUDIENCE (Households (000) & %)																
WEEK 1	CBS TV		MIGHTY MOUSE/ HECKLE-JECKL (SUS)(SUS-OP)	DRAK PACK (SUS)(SUS-OP)	SUNDAY MORNING										FOR OUR TIMES (SUS)		
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR.																
	TOTAL AUDIENCE (Households (000) & %)																
WEEK 1	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR.																
	TOTAL AUDIENCE (Households (000) & %)																
WEEK 2	ABC TV																1,870 2.3 KIDS ARE PEOPLE TOO I
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR.																
	TOTAL AUDIENCE (Households (000) & %)																
WEEK 2	CBS TV		MIGHTY MOUSE/ HECKLE JECKL (SUS)(SUS-OP)	DRAK PACK (SUS)(SUS-OP)	SUNDAY MORNING										FOR OUR TIMES (SUS)		
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR.																
	TOTAL AUDIENCE (Households (000) & %)																
WEEK 2	NBC TV																1,300 1.6 8 1.5 1.7
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR.																
	TOTAL AUDIENCE (Households (000) & %)																

TV HOUSEHOLDS USING TV		WK. 1	5.1	6.0	6.8	7.2	8.9	11.1	13.2	14.9	17.7	19.5	19.9	20.6	22.5	23.7	23.5	24.1
(See Def. 1)		WK. 2	4.6	4.8	5.2	5.9	7.1	8.7	10.0	11.5	14.4	16.3	17.7	19.4	20.2	21.4	21.2	21.9

U.S. TV Households: 81,500,000

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	1,550 1.9	5,710 7.0		5,220 6.4		3,670 4.5						4,240 5.2			
	ABC TV		KIDS ARE PEOPLE TOO II (11:02-11:30AM) (OP)	THIS WEEK-DAVID BRINKLEY (11:30-12:00NN) (12:15-12:45PM)		(1)	THIS WEEK-DAVID BRINKLEY (11:30-12:00NN) (12:15-12:45PM)	(2)						ABC SPECIAL REPORT-2PM			
	AVERAGE AUDIENCE (Households (000) & %)	{	1,220 1.5	2,770 3.4	3.5*	4,810 5.9		3,500 4.3						3,340 4.1			
	SHARE OF AUDIENCE (Households (000) & %)	{	6	12	13 *	19		15						15			
	AVG. AUD. BY ¼ HR.	%	1.3	1.6	3.4	3.6	5.9	3.9	2.8	4.3				4.2		4.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,180 3.9		4,650 5.7											
	CBS TV			FACE THE NATION		SHUTTLE LANDING- CBS											
	AVERAGE AUDIENCE (Households (000) & %)	{		2,360 2.9		4,320 5.3											
	SHARE OF AUDIENCE (Households (000) & %)	{		10		17											
	AVG. AUD. BY ¼ HR.	%		2.9	3.0	5.3											
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		8.0*		8.9*		9.8*		11.6*		12.5*		8.2*		5.1*	4.8*
	SHARE OF AUDIENCE (Households (000) & %)	{		32 *		32 *		32 *		39 *		42 *		29 *		19 *	18 *
	AVG. AUD. BY ¼ HR.	%	7.9	8.1	8.5	9.4	9.2	10.5	11.4	11.7	12.4	12.5	9.7	6.8	5.6	4.5	4.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	1,790 2.2	4,160 5.1								11,000 13.5					
	ABC TV		KIDS ARE PEOPLE TOO II (OP)	THIS WEEK-DAVID BRINKLEY		DIRECTIONS (SUS)								ABC WWOS SPECIAL ED.-SUN (1:30-4:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{	1,220 1.5	2,200 2.7	2.4*		3.0*					5,380 6.6					
	SHARE OF AUDIENCE (Households (000) & %)	{	7	11	10 *		13 *					22	5.0*		6.6*		6.7*
	AVG. AUD. BY ¼ HR.	%	1.5	1.5	2.6	2.3	2.9	3.1				4.7	18 *		23 *		21 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		3,340 4.1													
	CBS TV			FACE THE NATION													
	AVERAGE AUDIENCE (Households (000) & %)	{		2,610 3.2													
	SHARE OF AUDIENCE (Households (000) & %)	{		14													
	AVG. AUD. BY ¼ HR.	%		3.1	3.3												
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE (Households (000) & %)	{															
	AVG. AUD. BY ¼ HR.	%															
TV HOUSEHOLDS USING TV		WK. 1	24.9	25.7	27.1	28.9	30.9	29.5	29.0	28.9	29.2	29.9	28.5	27.6	27.4	26.2	26.2
(See Def. 1)		WK. 2	22.2	23.1	23.9	24.7	24.6	24.4	24.3	24.9	25.5	26.8	28.3	28.5	28.6	29.1	30.3
U.S. TV Households: 81,500,000																	
(1) REACH INTO SPACE-LANDING4,ABC,(12:00-12:15PM)(S)																	
(2) ABC SPECIAL REPORT-12:45PM,ABC,(12:45-1:00AM)(S)																	

U.S. TV Households: 81,500,000
 (1) REACH INTO SPACE-LANDING4,ABC,(12:00-12:15PM)(S)
 (2) ABC SPECIAL REPORT-12:45PM,ABC,(12:45-1:00AM)(S)

For explanation of symbols, See page A

DAY SUN. JULY 11, 1982

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				4,240 5.2			8,800 10.8									4,730 5.8
	ABC TV																	ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)	{				2,200 2.7	2.5*		4,320 5.3	4.9*		5.6*		5.4*				4,160 5.1
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%				10 2.7	10 *		18 4.5	18 *		19 *		18 *				15 5.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					8,150 10.0											6,440 7.9
	CBS TV																	CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)	{					3,990 4.9	4.3*		4.6*		5.2*		5.4*				5,220 6.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					18 4.4	16 *		17 *		19 *		19 *				19 6.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	11,170 13.7															5,540 6.8
	NBC TV																	NBC NIGHTLY NEWS- SUN.
	AVERAGE AUDIENCE (Households (000) & %)	{	5,130 6.3	5.7*		7.2*		7.3*		5.1*								4,730 5.8
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%	24 5.5	22 *		28 *		28 *		19 *								17 5.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{							1,710 2.1		5,300 6.5							5,380 6.6
	ABC TV																	ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)	{							1,300 1.6		2,770 3.4	2.7*		4.1*				4,160 5.1
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%							5 1.8		10 2.2	8 *		12 *				13 4.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{							10,600 13.0									7,500 9.2
	CBS TV																	CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)	{							5,050 6.2	4.8*		6.5*		7.4*				6,030 7.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%							19 4.5	15 *		20 *		22 *				19 6.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{							9,540 11.7									7,170 8.8
	NBC TV																	NBC NIGHTLY NEWS- SUN.
	AVERAGE AUDIENCE (Households (000) & %)	{							5,620 6.9	6.2*		8.1*		6.2*				5,950 7.3
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%							22 6.0	20 *		26 *		19 *				18 7.5
TV HOUSEHOLDS USING TV		WK. 1	25.6	25.5	25.9	26.6	26.9	27.1	27.4	28.9	29.5	29.5	30.0	30.9	32.4	33.3	34.5	35.1
(See Def. 1)		WK. 2	31.4	32.4	32.2	32.2	32.0	32.7	33.0	33.3	33.3	34.5	35.6	37.1	38.1	39.9	41.0	41.7

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					TELE- CAST DAYS	WEEK 2					TELE- CAST DAYS
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY		TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING MONDAY															
A3C ABC MONDAY NIGHT BASEBALL	2	8.30-11.35PM	-GRID							17,520	21.5	7,910	9.7	19	
			11.00												5.6
			11.15											5.3*	11*
			11.30												4.9
			11.45											5.0*	12*
															5.0
NBC NBC NEWS CAPSULE-2-MON(SUS)	2	9.54- 9.55PM	9.45												5.0
EVENING TUESDAY															
NBC NBC NEWS UPDATE -2-TUE(SUS)	1	9.58- 9.59PM	9.45												
EVENING WEDNESDAY															
ABC ABC MOVIE SPECIAL(S)	1	8.42-10.42PM	-GRID	23,800	29.2	13,860	17.0	31							
			10.30						19.8						
ABC DYNASTY	1	10.42-11.42PM	-GRID	15,400	18.9	11,000	13.5	27							
			11.00						13.8						
			11.15					13.6*	27*						
			11.30						13.3						
CBS RACE-YOUR LIFE, C.BROWN(S)	1	8.40-10.10PM	-GRID	16,140	19.8	9,780	12.0	23							
			10.00						12.1						
CBS BAKER'S DOZEN(S)	1	10.10-10.40PM	-GRID	8,390	10.3	6,930	8.5	15							

CBS CBS REPORTS(S)	1	10.40-11.40PM	-GRID	13,040	16.0	7,990	9.8	19	8.5						
			11.00						10.5						
			11.15					10.1*	20*						
			11.30						9.8						
NBC REAL PEOPLE	1	8.40- 9.40PM	-GRID	14,910	18.3	10,840	13.3	26	14.9						
			9.30												
NBC FACTS OF LIFE	1	9.40-10.10PM	-GRID	13,280	16.3	11,570	14.2	25	15.3						
			10.00												
NBC NBC NEWS CAPSULE-2-WED(SUS)	2	9.58- 9.59PM	9.45												
NBC LOVE, SIDNEY	1	10.10-10.40PM	-GRID	14,020	17.2	12,140	14.9	26	15.5						
			10.30												
NBC QUINCY, M.E.	1	10.40-11.40PM	-GRID	17,770	21.8	12,310	15.1	30	15.2						
			11.00						15.5						
			11.15					15.3*	30*						
			11.30						14.5						
EVENING THURSDAY															
NBC NBC NEWS UPDATE-2-THU(SUS)	1	9.58- 9.59PM	9.45												
EVENING FRIDAY															
NBC NBC NEWS CAPSULE-2-FRI(SUS)	2	9.58- 9.59PM	9.45												
EVENING SATURDAY															
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	9,780	12.0	9,780	12.0	28	12.0	9,210	11.3	9,210	11.3	25	11.3
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	12,470	15.3	12,470	15.3	33	15.3	14,180	17.4	14,180	17.4	34	17.4
CBS NEWSBREAK-SAT.	1	8.58- 8.59PM	8.45	5,710	7.0	5,710	7.0	16	7.0						
CONT'D															

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING SATURDAY-CONT'D																			
CBS NEWSBREAK-SAT.-CONT'D	2	8.59-9.01PM	8.45 9.00								7,340	9.0	7,090	8.7	19	8.5 8.9			
NBC NBC NEWS CAPSULE-SAT	2	8.58-8.59PM	8.45								6,360	7.8	6,360	7.8	17	7.8			
NBC NBC NEWS UPDATE-SAT.	1	8.58-8.59PM	8.45	4,730	5.8	4,730	5.8	14	5.8										
NBC NBC NEWS CAPSULE-2-SAT.	2	9.58-9.59PM	9.45								4,650	5.7	4,650	5.7	11	5.7			
NBC NBC NEWS UPDATE-2-SAT(SUS)	1	9.58-9.59PM	9.45																
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN		8.58-8.59PM	8.45	4,890	6.0	4,890	6.0	16	6.0		7,740	9.5	7,740	9.5	19	9.5			
ABC ABC NEWSBRIEF-SUN.	1	9.55-9.57PM	9.45	6,680	8.2	6,520	8.0	20	8.0										
	2	9.59-10.00PM	9.45								8,390	10.3	8,390	10.3	18	10.3			
ABC FEATURETTE-ABC(SUS)	2	10.54-11.00PM	10.45																
CBS NEWSBREAK-SUN.		8.58-8.59PM	8.45	8,480	10.4	8,480	10.4	28	10.4		11,410	14.0	11,410	14.0	27	14.0			
NBC NBC NEWS CAPSULE-SUN	2	8.58-8.59PM	8.45								9,210	11.3	9,210	11.3	22	11.3			
NBC NBC NEWS UPDATE-SUN.	1	8.58-8.59PM	8.45	6,190	7.6	6,190	7.6	20	7.6										
NBC NBC NEWS CAPSULE-2-SUN(SUS)	2	9.50-9.51PM	9.45																
NBC NBC NEWS UPDATE-2-SUN.	1	9.46-9.47PM	9.45	6,190	7.6	6,190	7.6	19	7.6										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F		>	8.15 9.45 10.30	11,170	13.7	10,840	13.3	25	9.6 14.6 14.8	M-F TUTHF WED.	9,860	12.1	9,860	12.1	23	7.5 13.3	M-F TU-F		
ABC ABC NEWS:NIGHTLINE-MON	1	11.30-12.00MD	11.30 11.45	6,030	7.4	4,970	6.1	17	6.7 5.4	MON. MON.									
ABC ABC NEWS:NIGHTLINE-T-F	1	11.30-12.00MD	11.30 11.30 11.45 12.00	7,500	9.2	5,950	7.3	20	8.2 6.5	MON. TUTHF TUTHF	7,340	9.0	5,870	7.2	20	7.7 6.6 9.1	TU-F TU-F FRI.		
ABC ABC MOVIE OF THE WEEK	1	12.00-1.11AM	12.00 12.15 12.30 12.45 1.00	3,020	3.7	1,870	2.3 2.7*	10 10*	3.1 2.2 2.2 2.1 1.8	MON. MON. MON. MON. MON.									
ABC ABC NEWS:NIGHTLINE-WED(B)	1	12.12-12.44AM	12.00 12.15 12.30	5,790	7.1	4,240	5.2	19	6.2 5.5 4.8	WED. WED. WED.									
ABC FANTASY ISLAND-12.00	1	12.00-1.08AM	12.00	4,560	5.6	2,610	3.2	14	3.5	TUE.									
	2	12.00-1.09AM	12.00 12.15 12.30 12.45 1.00				3.4*	12*	3.2 3.1 3.4 2.5	TUE. TUE. TUE. TUE.	4,240	5.2	2,770	3.4 3.2*	14 11*	3.0 3.4 3.5 3.7 3.3	TUE. TUE. TUE. TUE. TUE.		
ABC FRIDAYS	1	12.00-12.48AM	12.00	4,480	5.5	3,020	3.7	13	4.2	FRI.									
CONT'D	2	12.04-1.15AM	12.00								6,190	7.6	3,830	4.7	18	5.3	FRI.		

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U.S. TV HOUSEHOLDS: 81,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOUR)

				WEEK 1						WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %					
EVENING MONDAY-FRIDAY-CONT'D																		
ABC FRIDAYS-CONT'D			12.15					3.8*	12*	3.5	FRI.				5.2*	17*	5.1	FRI.
			12.30							3.4	FRI.						4.9	FRI.
			12.45							3.5	FRI.				4.7*	19*	4.4	FRI.
			1.00														3.9	FRI.
ABC LOVE BOAT-12.00	2	12.00-	1.08AM	12.00								4,970	6.1	3,590	4.4	17	4.6	WED.
			12.15												4.4*	15*	4.2	WED.
			12.30														4.6	WED.
			12.45												4.4*	18*	4.3	WED.
			1.00														3.9	WED.
ABC VEGA\$-12.00		12.00-	1.09AM	12.00	4,080	5.0	2,610	3.2	12	3.7	THU.	3,750	4.6	2,200	2.7	12	3.0	THU.
			12.15					3.6*	12*	3.4	THU.				2.9*	11*	2.8	THU.
			12.30							3.2	THU.						2.7	THU.
			12.45					3.0*	12*	2.8	THU.				2.6*	13*	2.5	THU.
			1.00							2.5	THU.						2.2	THU.
ABC ABC NEWS:NIGHTLINE -MON	2	12.27	12.57AM	12.15								3,260	4.0	2,690	3.3	13	3.7	MON.
			12.30														3.5	MON.
			12.45														3.0	MON.
ABC LOVE BOAT-12.00	1	12.44-	1.52AM	12.30	3,830	4.7	2,690	3.3	19	3.9	WED.							
			12.45							3.3	WED.							
			1.00							3.3	WED.							
ABC ABC MOVIE OF THE WEEK-2	1	1.11-	1.33AM	1.15				3.3*	19*	3.3	WED.							
			1.30							3.6	WED.							
			1.45					3.4*	24*	3.0	WED.							
			1.00	1,390	1.7	1,220	1.5	10		1.6	MON.							
			1.15							1.5	MON.							
			1.30							1.4	MON.							
ABC FRIDAYS-PART 2	1	1.33-	2.13AM (SUS)															
	2	1.15-	1.19AM	1.15								3,100	3.8	2,850	3.5	18	3.5	FRI.
	2	1.19-	1.32AM (SUS)															
CBS NEWSBREAK-M-F		>		8.15	9,540	11.7	9,540	11.7	23	15.1	M-F	8,310	10.2	8,310	10.2	21	12.1	M-F
				8.45						10.4	TUTHF						9.7	TU-F
				9.30						12.0	WED.							
CBS LATE MOVIE I		>		11.30	7,660	9.4	4,890	6.0	20	6.7	M-F	8,310	10.2	5,380	6.6	21	6.9	M-F
				11.45				6.8*	19*	7.0	MTUTHF				6.8*	19*	6.8	M-F
				12.00						6.0	M-F						6.7	M-F
				12.15				6.1*	21*	6.0	M-F				6.6*	22*	6.4	M-F
				12.30						5.7	M-F						6.2	M-F
				12.45				4.5*	19*	4.3	M-F				6.7*	27*	6.5	M-F
				1.00						4.0	WED.							
				1.15				3.9*	22*	3.8	WED.							
				1.30														
CBS LATE MOVIE II		VARIOUS TIMES	(SUS)															
		>		12.30	4,400	5.4	3,590	4.4	24	5.0	M-F	4,890	6.0	4,080	5.0	26	5.0	M-F
				12.45						4.9	MTUTHF						5.2	M-F
				1.00						4.6	M-F						4.9	M-F
				1.15				4.6*	26*	4.3	M-F				4.9*	27*	4.6	M-F
				1.30						3.4	WED.						5.6	WED.
				1.45				3.3*	24*	3.1	WED.							
CONT'D																		

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING MONDAY-FRIDAY-CONT'D															
CBS LATE MOVIE II-CONT'D			2.00						3.0 WED.						
		VARIOUS TIMES (SUS)													
NBC NBC NEWS CAPSULE-M-F	2	>	8.45							7,660	9.4	7,660	9.4	19	M-F
			9.00											5.2	FRI.
NBC NBC NEWS UPDATE-M-F	1	>	8.45	8,560	10.5	8,560	10.5	20	10.9 M-F						
			9.00						6.6 FRI.						
			9.30						13.1 WED.						
NBC NBC NEWS CAPSULE-2-M-F	2	9.58- 9.59PM	9.45							8,970	11.0	8,970	11.0	20	TU&TH
NBC NBC NEWS UPDATE-2-M-F	1	>	9.45	9,130	11.2	9,130	11.2	20	9.8 MWF						
			10.30						14.0 WED.						
NBC NBC SPECIAL REPORT(SUS)	2	11.30-11.41PM	11.30												FRI.
NBC TONIGHT SHOW	2	>	11.30							7,990	9.8	4,560	5.6	17	M-F
			11.45										6.4*	17*	M-F
			12.00											5.8	M-F
			12.15											5.4	M-F
			12.30											5.1*	M-F
			12.45											4.7	FRI.
			12.50											4.9	FRI.
NBC WIMBLEDON UPDATE-FRI(S)	1	11.30-11.45PM	11.30	5,460	6.7	5,220	6.4	17	6.4 FRI.						
NBC WIMBLEDON UPDATE-MON(S)	1	11.30-11.45PM	11.30	6,360	7.8	6,030	7.4	20	7.4 MON.						
NBC WIMBLEDON UPDATE-THU(S)	1	11.30-11.45PM	11.30	5,220	6.4	5,050	6.2	15	6.2 THU.						

NBC WIMBLEDON UPDATE-TUE(S)	1	11.30-11.45PM	11.30	5,710	7.0	5,540	6.8	17	6.8 TUE.						
NBC TONIGHT SHOW	1	>	11.45	6,760	8.3	3,990	4.9	18	5.4 M-F						
			12.00						5.4 M-F						
			12.15				5.2*	18*	4.8 M-F						
			12.30						4.2 M-F						
			12.45				4.9*	21*	5.0 M-F						
			1.00						4.7 WED.						
			1.15				4.4*	25*	3.9 WED.						
NBC WIMBLEDON UPDATE-WED(S)	1	12.10-12.25AM	12.00	5,300	6.5	5,050	6.2	21	6.8 WED.						
			12.15						5.9 WED.						
NBC DAVID LETTERMAN I	2	12.30- 1.00AM	12.30							2,530	3.1	2,040	2.5	11	M-TH
			12.45												
NBC DAVID LETTERMAN SPECIAL(S)	2	12.41- 2.11AM	12.30							4,240	5.2	1,870	2.3	12	M-TH
			12.45												
			1.00											3.5	FRI.
			1.15											2.8	FRI.
			1.30											2.4	FRI.
			1.45											2.4	FRI.
			2.00											2.4	FRI.
														2.2*	FRI.
NBC DAVID LETTERMAN I	1	>	12.45	2,450	3.0	1,960	2.4	14	2.6 M-W					1.9	FRI.
			1.15						2.6 M-W					1.7	FRI.
			1.30						2.4 WED.						
			1.45						2.1 WED.						
NBC WIMBLEDON HIGHLIGHTS(S)	1	12.45- 2.45AM	12.45	4,080	5.0	1,960	2.4	15	2.7 FRI.						
			1.00						2.6 FRI.						
			1.15				2.6*	13*	2.6 FRI.						
			1.30						2.5 FRI.						

CONT'D

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %					
EVENING MONDAY-FRIDAY-CONT'D																		
NBC WIMBLEDON HIGHLIGHTS(S)-CONT'D																		
			1.45					2.4*	15*	2.4	FRI.							
			2.00							2.2	FRI.							
			2.15					2.1*	17*	2.1	FRI.							
			2.30							1.9	FRI.							
NBC WIMBLEDON-WOMENS SEMI-FNL(S)	1	12.45-	2.45AM	12.45	3,100	3.8	1,390	1.7	11	2.9	THU.							
			1.00							2.2	THU.							
			1.15					1.9*	10*	1.7	THU.							
			1.30							1.5	THU.							
			1.45					1.6*	11*	1.6	THU.							
			2.00							1.3	THU.							
			2.15					1.1*	10*	1.0	THU.							
			2.30							1.1	THU.							
NBC DAVID LETTERMAN II	2	1.00-	1.30AM	1.00								2,120	2.6	1,710	2.1	12	2.3	M-TH
	1	>		1.15	1,870	2.3	1,470	1.8	13	2.2	M-W						1.9	M-TH
				1.45						2.0	M-W							
				2.00						1.8	WED.							
				2.15						1.7	WED.							
		VARIOUS TIMES	(SUS)															
NBC NBC NEWS OVERNIGHT-M-F	2	>		1.30								1,470	1.8	1,140	1.4	11	1.4	M-F
				1.45											1.4*	10*	1.4	M-TH

																		1.3	TU-F
																		1.5	TU-F
																		1.6	FRI.
																		1.2	FRI.
DAY MONDAY-FRIDAY																	1.4* 13*		
ABC ABC NEWS THIS MORNING-645	2	6.45- 7.00AM	6.45																
ABC ABC SPECIAL REPORT 1(SUS)	2	12.39-12.42PM	12.30								1,220	1.5	1,060	1.3	15	1.3	M-F		
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45																TUE.
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,340	9.0	7,090	8.7	30	8.7	M-F									M-F
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F	6,680	8.2	6,440	7.9	27	7.9	M-F		M-F
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F									M-F
ABC ABC SPECIAL REPORT 2(SUS)	2	5.40- 5.41PM	5.30																M-F
ABC ABC SPECIAL REPORT 3(SUS)	2	6.01- 6.02PM	6.00																FRI.
CBS SUMMER SEMESTER-MWF(SUS)		6.00- 6.30AM	6.00																FRI.
CBS SUMMER SEMESTER-TTH(SUS)		6.00- 6.30AM	6.00							MON.									M-F
CBS CAPTAIN KANGAROO		6.30- 7.00AM	6.30	410	.5		<<		<<	M-F	490	.6	410	.5	6	<<	M-F		M-F
			6.45						<<	M-F						.6	M-F		M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,600	8.1	6,280	7.7	30	7.7	M-F	6,030	7.4	5,710	7.0	27	7.0	M-F		M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,300	6.5	5,130	6.3	21	6.3	M-F	4,560	5.6	4,320	5.3	18	5.3	M-F		M-F
CBS CBS LIBRARY(S)	2	4.30- 5.30PM	4.30								4,890	6.0	2,930	3.6	12	4.0	TUE.		TUE.
			4.45													3.8*	13*	3.6	TUE.
			5.00															3.7	TUE.
			5.15															3.3	TUE.
CBS CBS SPECIAL RPT 5.43PM(SUS)	2	5.43- 5.44PM	5.30													3.5*	11*	3.3	FRI.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
CBS CBS SPECIAL RPT 6.05PM(SUS)	2	6.05- 6.06PM	6.00																
NBC EARLY TODAY M-F	2	6.30- 6.55AM	6.30 6.45									900	1.1	820	1.0	12	1.0 1.0	FRI. TU-F	
NBC EARLY TODAY-MON(B)	2	6.30- 6.55AM	6.30 6.45									900	1.1	650	.8	13	.7 .8	MON. MON.	
NBC DAYS-OUR LIVES FRI-1(B)	1	1.00- 1.30PM	1.00 1.15	4,650	5.7	3,670	4.5	17	4.2 4.8	FRI. FRI.									
NBC DAYS-OUR LIVES FRI-2(B)	1	1.30- 2.00PM	1.30 1.45	2,530	3.1	2,360	2.9	11	3.0 2.9	FRI. FRI.									
NBC WIMBLEDON-MEN'S SEMI-FNL(5)	1	2.00- 5.00PM	2.00 2.15 2.30 2.45 3.00 3.15 3.30 3.45 4.00 4.15 4.30	8,970	11.0	3,500	4.3 4.1*	16 16*	4.2 3.9 4.3 4.3 3.9 3.9 4.1 4.2* 4.4 4.4	FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI.									

			4.45					4.7* 17*	4.9	FRI.									
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	1,870	2.3	1,790	2.2	24	2.2			1,300	1.6	1,300	1.6	16	1.6		
ABC SCHOOLHOUSE ROCK-8.55AM		8.55- 8.59AM	8.45	3,670	4.5	3,100	3.8	26	3.8			2,450	3.0	2,200	2.7	19	2.7		
ABC SCHOOLHOUSE ROCK-9.25AM		9.25- 9.29AM	9.15	5,460	6.7	4,810	5.9	31	5.9			2,280	2.8	1,710	2.1	12	2.1		
ABC DEAR ALEX & ANNIE-10.56AM		10.56-10.59AM	10.45	5,460	6.7	5,300	6.5	25	6.5			3,590	4.4	3,500	4.3	20	4.3		
CBS SUMMER SEMESTER-SAT(SUS)		6.00- 6.30AM	6.00																
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,870	2.3	1,550	1.9	18	1.9			1,960	2.4	1,630	2.0	17	2.0		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,200	2.7	1,960	2.4	16	2.4			2,360	2.9	2,280	2.8	19	2.8		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	3,020	3.7	2,530	3.1	17	3.1			3,020	3.7	2,530	3.1	17	3.1		
CBS IN THE NEWS-9.56AM		9.56- 9.59AM	9.45	4,080	5.0	3,990	4.9	24	4.9			4,970	6.1	4,650	5.7	30	5.7		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,710	7.0	5,540	6.8	26	6.8			5,300	6.5	5,130	6.3	29	6.3		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,110	7.5	6,030	7.4	28	7.4			6,110	7.5	5,950	7.3	31	7.3		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,160	5.1	3,670	4.5	17	4.5			4,810	5.9	4,240	5.2	23	5.2		
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,750	4.6	3,340	4.1	15	4.1			2,930	3.6	2,770	3.4	14	3.4		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,160	5.1	3,990	4.9	18	4.9			3,910	4.8	3,750	4.6	20	4.6		
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	2,610	3.2	2,360	2.9	11	2.9			3,340	4.1	3,180	3.9	16	3.9		
NBC BETCHA DON'T KNOW-8:28AM	2	8.28- 8.30AM	8.15									3,020	3.7	2,930	3.6	36	3.6		
NBC BETCHA DON'T KNOW-9:28AM	1	8.58- 9.00AM	8.45																
	2	9.28- 9.30AM	9.15	3,590	4.4	3,420	4.2	34	4.2										
NBC BETCHA DON'T KNOW-10:28AM	2	10.28-10.30AM	10.15									5,870	7.2	5,620	6.9	42	6.9		
NBC BETCHA DON'T KNOW-11:58AM	2	11.58-12.00NN	11.45									4,080	5.0	3,910	4.8	23	4.8		
												3,180	3.9	3,020	3.7	16	3.7		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS		HOUSEHOLDS	SHARE				HOUSEHOLDS	SHARE		HOUSEHOLDS	SHARE		
				(000)	%	(000)	%	%	(000)	%	%	(000)	%	%			
DAY SATURDAY-CONT'D																	
NBC BETCHA DON'T KNOW-12:28PM	2	12.28-12.30PM	12.15								3,100	3.8	3,020	3.7	16	3.7	
NBC NBC MAJOR LEAGUE PRE GAME	2	2.00- 2.18PM	-GRID 2.15								4,480	5.5	4,080	5.0	19	4.9	
NBC NBC MAJOR LEAGUE BASEBALL	1	3.00- 6.36PM	-GRID 6.30	14,830	18.2	6,360	7.8	25	7.5								
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.02AM	-GRID 11.00	1,140	1.4	980	1.2	5	1.2								
ABC DEAR ALEX & ANNIE-11.25AM		11.25-11.29AM	11.15	1,470	1.8	1,390	1.7	7	1.7		1,390	1.7	1,220	1.5	7	1.5	
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														